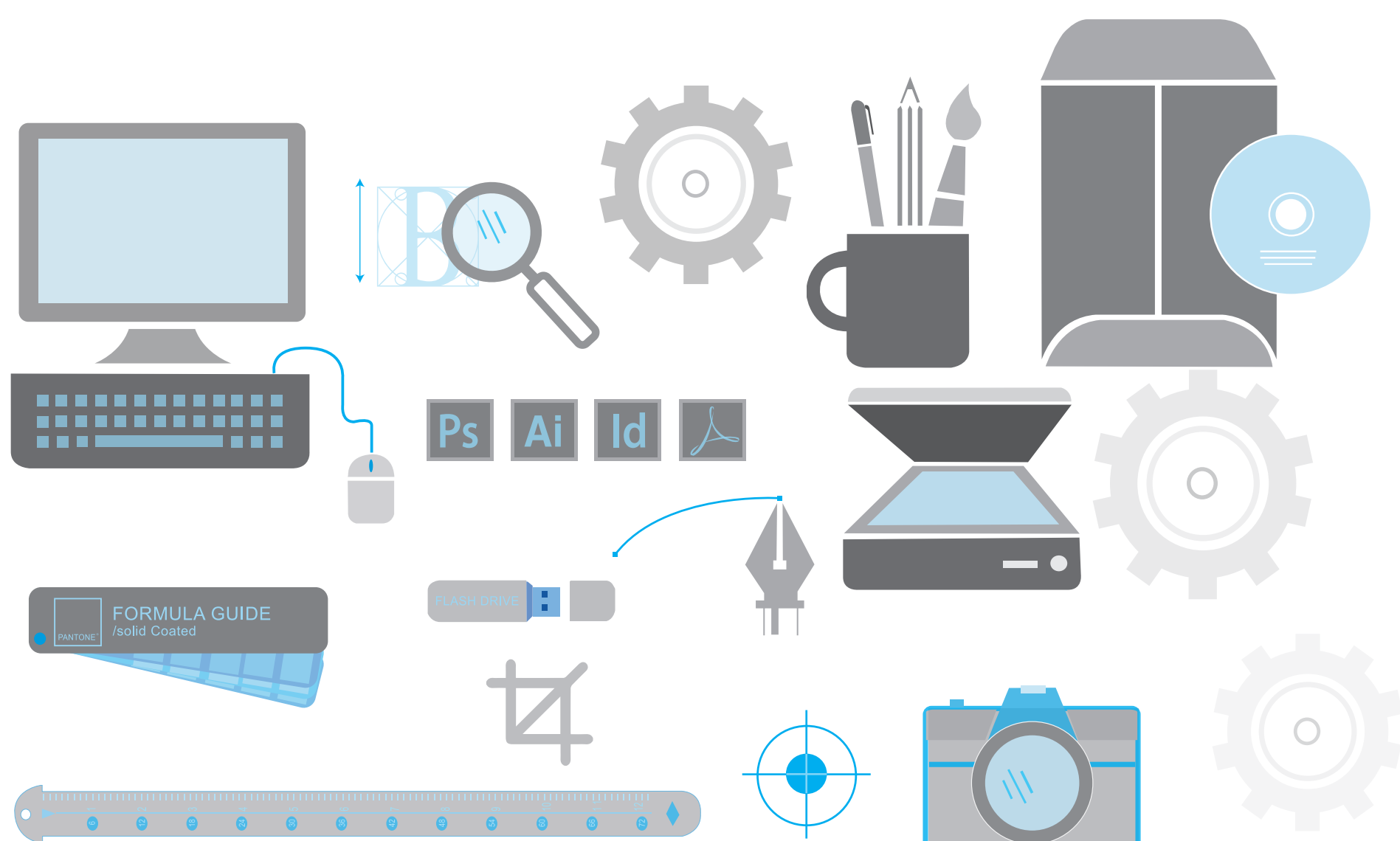# Adstick
CUSTOM LABELS

Flexo Printing Guide
A QUICK ARTWORK SUBMISSION CHECK LIST

We have created this handy infographic to help you prepare your files so we can better serve our customers and process your order in a timley manner.

Acceptable File Formats

.ai   .pdf   .psd   .eps   .tif

Raster *or* Vector

Ps

Raster art is composed of pixels, or dots. The more dots per inch (dpi) in the file, the more you can enlarge it without losing clairty. This format is primarly used for photos. Preferred formats are .PSD, .EPS and .TIF. When submitting artwork that includes raster images please be sure to embed the file(s).

Ai

Vector (line) art is composed of points. Vectors are completely scalable to any size and never lose resolution. This format is ideal for company logos. Common file formats include. EPS, .AI, and .PDF. When submitting files with text, be sure to convert them to outlines before submitting your file.

Setting Resolution

Save your RASTER file with a resolution of 300dpi or higher to avoid blurry or pixilated artwork.
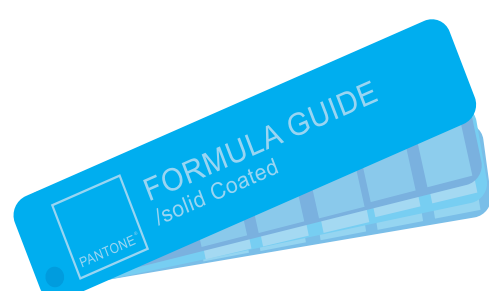
72dpi
Low Resolution
NOT GOOD!

A
Pixelated

A
Smooth

300 dpi
High Resolution
EXCELLENT!

Pantone *or* CMYK

Artwork with spot colors should be setup using the Pantone Matching System (PMS). PMS colors should be the Pantone Solid Uncoated library that is installed within your design program. You can also download our swatch palette from Adstick.com.

The acronym CMYK stands for cyan, magenta, yellow and black. Files with artwork that will be printed in full color should be prepared in a software program that can produce CMYK files. Files with RGB or Indexed color files will not produce accurate colors in printed materials.

Include everything

Be sure to send all of the files necessary to separate and print your labels.
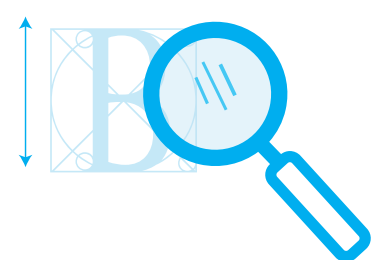
✓ Embedded Graphics   ✓ All Fonts
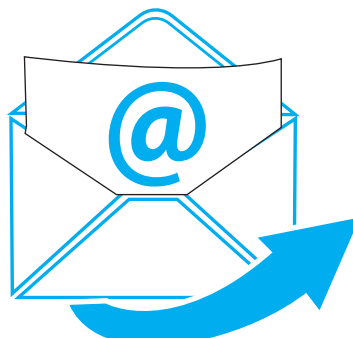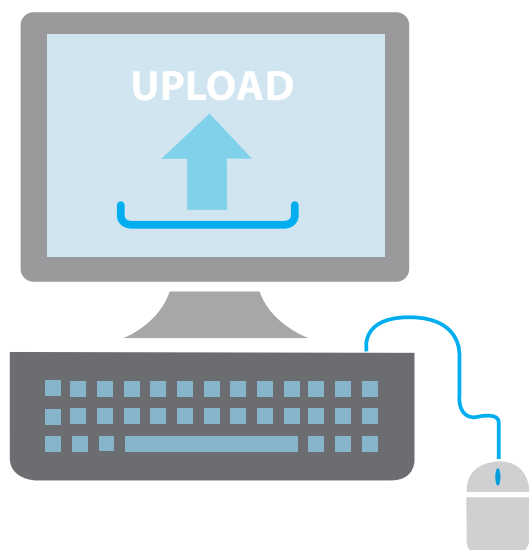
✓ Links   ✓ Additional Instructions

.ai .tif .eps

Sending your Artwork

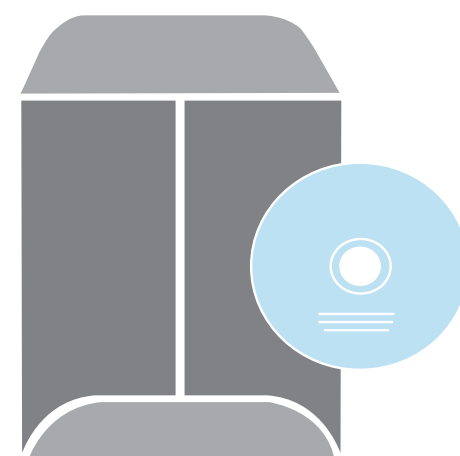You can send us your files in one of these convenient ways.

Upload your files at
http://www.adstick.com/adstick-upload-login/

UPLOAD

Mail us a disk at
Adstick Custom Labels
11000 East. 53rd Ave., Denver, Co 80239

Have questions about uploading files?
Email us at:
info@adstick.com

If you are uploading a file to our website, please keep the size under **40MB**.

40MB

If you have questions or concerns about your artwork please contact us at design@adstick.com or call 303-388-5821

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