



## File Submission Guidelines

### File Formats

- Adobe Illustrator Creative Cloud or Earlier (highly preferred) or Hi-Res PDF for unlocked files.
- 1-bit Composite PDF (2540 resolution-predistorted) for locked or Esko Scope PDFs.

### File Compression

Zip files, Aladdin Stuffit format .sit files. (Compression is not recommended on disks, unless it is required to fit the material on the disk.) For FTP information please use the contact information below.

### File Preparation

*Please follow these design guidelines:*

- All fonts must be included, both postscript and screen fonts, if fonts cannot be sent, then all type should be converted to outlines. Note: Converting type to outlines inhibits the ability to edit copy if necessary.
- All files that are placed into master or sub files must be included.
- Any special inks that are to be used to print on press should not be a spot color in any portion of the job.
- Use layers in images whenever possible to ease the task of separation for print. When in doubt put separate elements like gradations, fades, solids color objects, spot color art, image fragments, etc. on separate layers.
- Continuous tone images need to be a minimum of 300 dpi if they are going to be used in the final print job at 100%. If they are to be scaled, the resolution should be determined by the following formula:  
Resolution = Percentage\* LPI 2. (Standard LPI is 150 for roll fed and 175 for PS)
- It is recommended images and gradations carry a 1% minimum dot.
- For images with more than four colors or for 4 color images that use special colors in place CMYK the file needs to be a DCS2 file. We would like the special colors to be built as a channel not in a layer. It is recommended that Photoshop files be TIFF for CMYK.

### Art Guidelines

- Screens: 133, 150 or 175 LPI depending on art
- Screen angles (Flexo: c-23, m-53, y-8, k-83)
- Traps: .012" minimum
- Keylines: .024" (One solid color)
- UPC: Should be 85% - 100%, with BWR of .003"
- Bleeds: All art should extend completely 1/16" outside of trim both top and bottom
- Print to Cut:
  - Minimum live copy, right: . 5"
  - Minimum live copy, left: . 25"
  - Minimum live copy, top and bottom: . 125" (Should be solid color(s) only.)
  - Eye Track Width: . 1875" (Unprinted, except eye spot)
  - Eye spot dimension: .1875" x .625"
  - Minimum type sizes:
    - Positive Type:
      - Singular color positive type, must overprint background, if applicable: 6.5 pt>
      - Multi-color positive type, without keyline, lightest color must trap to background: 10 pt. Bold
      - Multi-color positive type, with keyline: 8pt
    - Reverse type:
      - Reversed out of a single color: 7pt
      - Reversed out of two colors. Lighter color must be held back from edge .007": 10pt Bold



FORT DEARBORN COMPANY

## Roll-Fed File Specifications

### Art Guidelines *(continued)*

- Rule Weights:  
Positive rules:  
One color rules, must overprint or trap background, depending on size: minimum .007"  
Multicolor rules, not recommended unless trap or holdout from edges is possible.
- Reverse rules  
Reversed out of a single color: .007"  
Reversed out of two colors, lighter color must be held back from edge .007".:  
Reversed out of more than three colors: not recommended, edge will not be clean unless only one color is used to hold the edge. A keyline is strongly recommended where a single color cannot hold edge.
- It is recommended images and gradations carry a 1% minimum dot.
- Dies for standard sizes are available on request. Please use contact information below or it can be routed through customer service.
- If possible artwork is preferred to be built for no trims. (common borders top and bottom)

### Signed Proofs

A signed contract digital proof must be prepared from the final CTP file. Please specify if it is for color and/or content. If a proof is not supplied, Fort Dearborn Company will create one and the customer will be charged.

### Plate Requirements

Dot Configuration: Round  
Line Screen: 133 or 150 for roll Fed, 175 for Pressure Sensitive  
Plate Material: Kodak NX (Foam Cup Labels) or Dupont (All Others)  
Plate Thickness: .067"

NOTE: We prefer to make our own plates, but if supplying plates, FDC will provide stepping template with bearer bars & marks and item FDC Part # that will need to be on the plates. All artwork should be reviewed and approved for printability by FDC prior to releasing final plates.

### Contact Information

Please Call Fort Dearborn if you should have any questions about these recommendations: Mike Zeller at 270-745-0742 or email to [mzeller@fortdearborn.com](mailto:mzeller@fortdearborn.com). This document is intended as a guideline. New specifications or requirements may be added as necessary. Any design which does not follow this guideline will be deemed non-standard and Fort Dearborn will not be responsible for the print quality of the specific elements of a design that do not follow the guideline.