

Graphic Guidelines/Purchase Orders

SUBMITTING YOUR ART:

Artwork can be sent via: e-mail or disk. E-mail is preferred if your file is smaller than 5 MB. If your file is larger than 5 MB, please send via disk. We recommend that you compress your files with a program such as "Stuff-it" before sending them. This often eliminates corruption in the transfer process.

ART SENT VIA E-MAIL:

- Send art to: **art@prestonfarms.com**
- Distributor's Purchase Order number **MUST** appear in the e-mail subject line exactly as it appears on the faxed Purchase Order. This is to ensure that your art will be correctly matched up with your PO. Art sent without a PO may not be considered received.
- Faxed PO must indicate that art will be e-mailed.
- Faxed PO must include a copy of e-mailed art for reference only.
- All file names should include the file extension (Ex: .eps or .ai)

ART SENT VIA DISK:

- Send "Attention: Preston Farms Graphics Department."
- Distributor's Purchase Order number **MUST** be written on your disk exactly as it appears on faxed Purchase Order. This is necessary to ensure that your art will be correctly matched up with your PO. Art sent without a PO may not be considered received.
- Faxed PO must indicate that art will be sent via disk and the date that the disk will arrive.
- Printed hard copy of art should be included with disk for reference.

FILE FORMATS

- We are PC based and cannot accept Mac files.
- We accept PC files created with or editable by Adobe Illustrator CS3 or below.
- **ALL ART must be created as (or converted to) VECTOR.**
- ACCEPTABLE FILE TYPES: .AI, .EPS or .PDF (VECTOR)
- UNACCEPTABLE FILE TYPES: .PSD, .TIF, .JPG, .BMP, .GIF, Microsoft Word files, any photographic image, or internet files.
- **Convert all text to outlines, paths, or curves to ensure exact duplication of a typestyle.**
- All colors must be set up in **SPOT COLOR**.

SUBMITTING YOUR PURCHASE ORDER:

The following **MUST** be included on your PO:

- PO number
- Quantity
- Item Number
- Name of imprint
- Imprint color (Stock or PMS color number)
- How you would like to receive your art proof (fax or e-mail)

TYPESETTING:

Our standard art set-up charge includes typesetting 3-4 lines of copy, if applicable. If a specific font is required, the name of the font(s) must be noted on your Purchase Order. If font is not available, the type will be re-set using a standard font or a font that matches as closely as possible.

HALFTONES/SCREENS:

Additional charge of \$20(T) per color will be incurred. Screens below 20% are not acceptable.

BLEED:

A full bleed is only possible on orders of 25,000+ that will be printed on a web press. For smaller orders or those printed on an offset press we can bleed the two sides and the top of the bag. There is an additional fee of \$20(T) per color.

PLATE CHANGES:

\$7.50(T) per color, plus plate fee. Order must be two (2) or more colors. One common plate must remain on the press for entire run. Must have a minimum of 100 per imprint change. All other minimums apply.

DESIGN CHARGES:

There is no charge for opening your electronic file, and we will spend up to ½ hour of computer time at no charge. Additional time will be billed at \$50.00 (T) per hour (billed in 15 minute increments). Design charges must be authorized before work has begun.

BAG COLOR:

Choose from White or Kraft bag. Please note that the gray susceptor plate, which transmits the heat to pop the popcorn, may affect the overall appearance of bag design.

4 COLOR PROCESS:

Process printing is available. There is a minimum order of 25,000 bags. Call for more details.

REGISTRATION:

1/8" space between colors is suggested. All efforts will be made to maintain close registration. However, deviation can and will occur in the printing process. Art with tighter registration will be subject to printer approval.

COLOR VARIATIONS:

Every effort will be made to match colors as closely as possible. Due to the nature of manufacturing and production, slight variations in finished products are possible. Preston Farms cannot guarantee exact color matches from order to order.

IMPRINT AREA:

Preston Farms reserves the right to make slight alterations to camera ready art to fit all imprint areas. Unless otherwise stated, Preston Farms will use maximum imprint area. Any layout designs or changes required of Preston Farms may be subject to additional charges. If no layout is submitted, Preston Farms will use its own discretion. The imprint areas are listed as approximate areas.

PRINTING METHOD:

1- 4 spot colors, on an Offset Press. Web press printing is available at a minimum of 25,000 bags. Call for details.