DIGITAL FULL-COLOR ARTWORK SPECIFICATIONS
Please also visit pages 192-194 for additional information.

Available on select *PLASTIC* bags featured on pages 4-5, 90-95, 105-109.

PRINTING METHOD   Cutting-edge digital 4-color process that provides multi-color imprints with no registration movement, exceptional clarity, and a generous imprint area.

PROOFS   Proofs are required and sent on all new Digital Full-Color orders and reorders with changes.

COLOR PROFILE   CMYK—North American Prepress 2 SWOP coated.

RESOLUTION   300 PPI minimum at maximum (100%) imprint size.

PROGRAMS and FORMATS WE ACCEPT
Any other file formats are not acceptable and may delay production.

ADOBE ILLUSTRATOR—*Our Preferred Vector Art Program.*
- Save as native Illustrator .ai file, or Illustrator Default PDF with the *Preserve Illustrator Editing Capabilities* box check-marked.

ADOBE PHOTOSHOP—*Our Preferred Raster Art Program.*
- Save files as native Photoshop .psd or layered TIFF with transparent background and/or only necessary layers.

ADOBE INDESIGN—*Macintosh Version only.*
- Please package the file and include all fonts and links.
- Please do not use third-party plug-ins—if they are used, we will be unable to process your art.

FONTS and LINE RULES
MINIMUM SIZES:
.25-point lines or rules.

6-point fonts. Thin serif font styles are not recommended.

FONTS—*Please Convert To Outlines (Paths or Curves)*
If we do not have the exact font you used, the text in your art will default to a less attractive font, changing the look of your design. Converting your fonts to outlines, paths, or curves eliminates this hazard.

IMPRINT COLORS
Color tints/shades/tones may fluctuate up to 5% within a print run or reorder. PMS color matching is not available. The Digital Full-Color inks are CMYK and semi-transparent. Objects will be visible through the imprint on a clear bag. Light colors may be difficult to see.

A SPECIAL NOTE ABOUT OUR PRINTING PROCESS
The Digital Full-Color process requires art to be ¼" from left and right edges and ½" from top and bottom of bag. All text needs to be at least ½" away from the handle. (See template below for example).

12W x 15H Die Cut Digital Full-Color Imprint

12W x 15H Die Cut Imprint Area Template