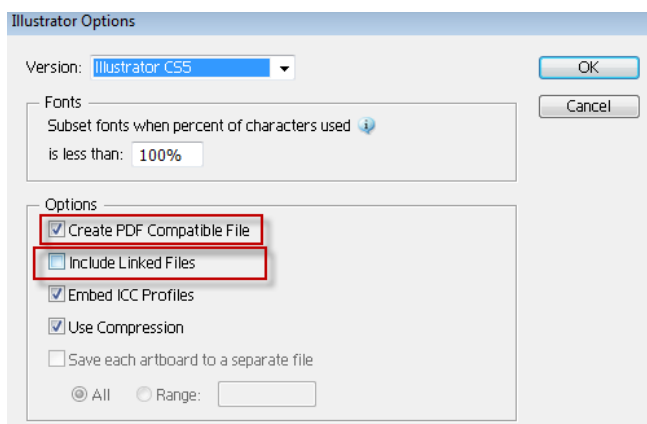


## GRAPHIC SUBMISSION GUIDELINES

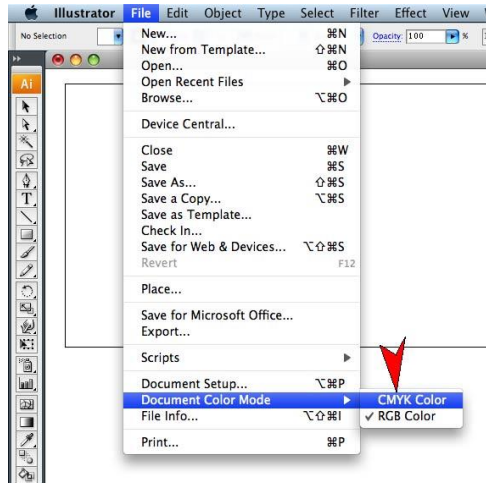
\*\*\*Failure to send artwork in the proper form (above) may be subject to a 3-day minimum delay for processing, and each item that does not fit the appropriate format may be subject to a charge.

1. Artwork files shall be supplied to IMPAK as follows:

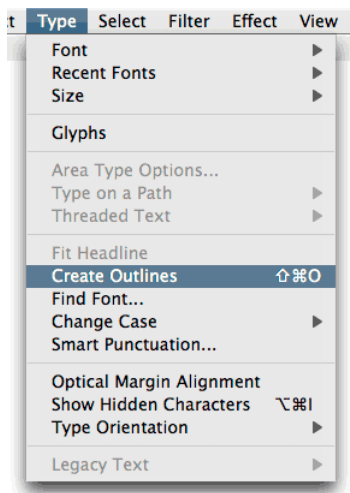
- Adobe Illustrator (AI).
- Adobe Photoshop (PS).
- **NOTE: All photographic image files must be LINKED to the document as attachments:**



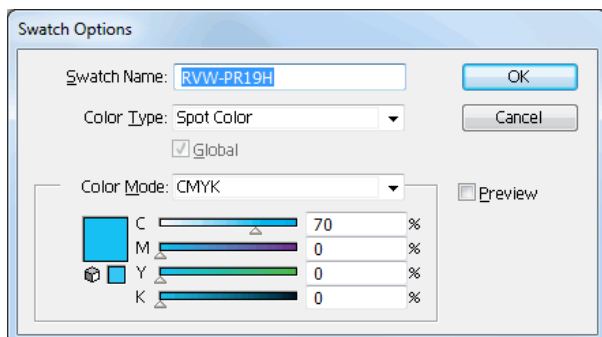
- Save Photoshop files as a .psd file.
- Photographic image files must be at least 300dpi.
- CMYK mode only (RGB color mode is not for printing):



- **NEVER Flatten files**
- **Keep all files in LAYERS.**
- **Delete all layers in the file that are not needed (do not just click the “eye” icon to make invisible).**
- **OUTLINE all text used in artwork:**



- **For SPOT COLORS used, reference Pantone PMS#:**



- Designate all “TRANSPARENT” areas in the artwork as: CUSTOM PANTONE: “WM GY 1PC” (C: 2 M: 3 Y: 4 K: 5) :



- All “Transparent” areas must be on a separate layer named TRANSPARENT.
- All “White Undercoat” / “White Flood Coat” areas must be on a separate layer named WHITE FLOOD COAT.

## SUBMITTING ARTWORK FOR INFORMAL REVIEW

VS.

## PRODUCTION-READY ARTWORK

### Informal Artwork Review:

- An informal review is used in order to become familiar with the proposed job and to aid in the quoting process.

- When providing artwork for an informal review, it is not required that it be in the above formats (Adobe Illustrator, Photoshop).
- During an informal review, we do not evaluate or review for artwork “readiness”.

## Formal Artwork Submission aka “Production Ready”:

- A formal Artwork submission is used to go straight to production.
- A final proof must be received from IMPAK to sign-off.
- Submission of artwork is “as-is” – IMPAK does not provide reviewing or proofing artwork for image or grammatical errors.
- \*\*\*Only one revision of artwork by customer is allowed. If there are any further revisions, a charge of \$25.00/per revision will be added to the customer’s account.

\*In order to proceed efficiently, artwork needs be in the above acceptable format to be considered a valid formal submission. If rejected, IMPAK will note what adjustments are needed for artwork to be production-ready.

\* A second rejection of the artwork, due to the customer’s graphic artist not submitting correct format, may result in a charge of \$25.00 for Pre-Press review fee.

## IN-HOUSE GRAPHIC ARTIST

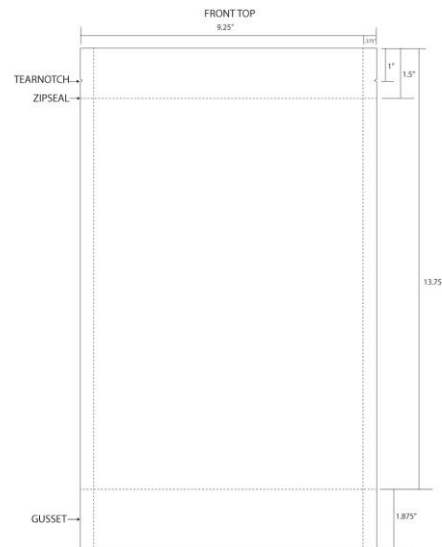
- Impak has an in-house graphic artist.
- Our artist is available at the rate of \$65.00/hr for the following services:
  - Review of artwork for Production-Readiness.
  - Recommendation and/or adjustment to existing artwork.
  - Create new artwork for product and branding.
  - Outline text and/ or divide artwork into necessary layers.
  - Placing artwork into custom packaging dielines.

## DIELINE GRAPHICS

- Require a \$75.00 deposit if the order has not already been placed.

- This amount will be credited toward the order itself once the order is placed.

**\*Example Dieline:**



## PROOFS

- All proofs are digital proofs provided via email.
- If requested, hard copy proofs can be provided at a fee of \$150.00 (not incl. postage) and will take 3-5 days to receive.

\*If you already have artwork that you would like to submit, please refer to our [Artwork Submission Form](#). Artwork should only be submitted after speaking with a sales rep.