

# ARTWORK GUIDELINES

## Acceptable Programs

- (PC / MAC Compatible Programs)  
-Adobe Illustrator (.ai / .pdf / .eps)  
-Adobe Photoshop (.psd)

## Vector Files

### \*Preferred format\*

- (Created in Illustrator)  
-Convert all text to outlines (paths) or e-mail fonts used

## Image (Raster) Files

- (Created in Photoshop)  
-Included jpgs / pngs / gifs / tiffs  
-CMYK color mode  
-All artwork must be 1:4 scale of final size at 300 dpi  
EXAMPLE:  
If the final is 16"x32" the files should be laid out 4"x8"

## Color Information

- Include all PMS/ Pantone numbers  
or  
-Include all CMYK %

-  C\_\_% cyan  
 M\_\_% magenta  
 Y\_\_% yellow  
 K\_\_% black



(If not supplied Celina will choose closest match)

## Unacceptable Artwork

- Any art at 72 dpi  
Microsoft programs: Word, Excel, Powerpoint etc.  
Artwork saved in a wrong format, size, or scale.

5373 State Route 29  
Celina, Ohio 45822  
Phone: 419-586-3610 / 866-438-8368  
Fax: 419-584-0949  
www.CatchAttention

**E-mail art:**  
[asi@catchattention.com](mailto:asi@catchattention.com)

**Send CD:**  
CatchAttention  
Attn: Graphics Dept.  
5373 State Route 29  
Celina, Ohio 45822

**Upload to our FTP Site:**  
Call for Upload Information  
866-438-8368 / 419-586-3610

**FAILURE TO COMPLY WITH ARTWORK REQUIREMENTS**

**WILL PLACE ORDER ON HOLD: PROLONGING PRODUCTION TIME!**