



Digital Art Requirements

To save time and money on your order, please follow these guidelines when preparing your computer generated art files. Please read and follow all the instruction to ensure trouble free and timely production of your order.

1. Computer generated artwork can be supplied on CD, DVD, or uploaded to our FTP site. To upload files to our FTP, please follow the supplied FTP instructions, and **please be sure to use PORT 29 for uploading.**
 - a) You can use your favorite FTP program to transfer your files to our site. If you do not have FTP software, we recommend that you use Filezilla Client for file transfers to and from our website. This can be downloaded for free at <http://filezilla-project.org>.
 - b) To upload or view files on our FTP server, please input the following information when prompted:
HOST: <ftp.performance-packaging.com> or HOST IP: 24.234.123.253
PORT: Port **29** (default is usually Port 21, please be sure to check)
USER: Performance.Guest
PASSWORD: Perf-Guest1
 - c) Please compress any files you upload that are larger than 20 MB to ensure that we receive them properly and intact. If your files are less than 15 MB, you can simply email them directly to your Performance Packaging contact and avoid this process altogether.
2. Any spot colors need to have the Pantone® color number indicated in the Adobe Illustrator file. All other colors will be done in CMYK. We do not print with fluorescents, pastels, or metallic inks unless we are directed to do so, and a higher cylinder charge is added for use of these inks.
3. Our software programs include Adobe Illustrator and Photoshop through version CS5. Page layout programs (i.e. Pagemaker, InDesign, and QarkXpress) are not acceptable for our pre press art process.

4. **You must supply all linked and placed files.** They should be .eps or .tif and resolution should be at least 300 ppi (pixels per inch). If files are stuffed, make them self extracting using Stuffit. **You must convert all text to outlines for your art to be processed, do not submit artwork that is not already converted, it will not be processed.**
5. Please provide us with a color hard copy or PDF showing die lines, sizes, bleed or crop marks. Clearly indicate location of folds, punch holes, notches, zippers, perforations, or any special printing or finishing requirements.
6. You need to take into account areas of your product that will need to be backed by white. Depending on the material you are printing on, you may need to back portions or all of the art with white. Please indicate the areas that will be backed by white as a layer in AI (Adobe Illustrator).
7. Turnaround times for proofs and jobs are dependent upon us receiving press ready artwork in a timely manner. Files with missing links, fonts not outlined, missing white layer, etc. will require additional prep time in pre press. This can delay your proof or job indefinitely until we are supplied with the corrected or missing items.
8. Proof approval forms returned with customer requested corrections or customer requested changes will be charged for art department time of \$135/hour. *We will make the first two minor changes at our cost.* Additional iris or cylinder proofs required after the first set are \$75 a piece.
9. **All art files will be processed within twenty four hours.**

If you have questions regarding artwork setup, file types or how to prep the artwork please call: Jamie Wells, Graphic Arts/Purchasing at: 702-240-3457

**If you have any questions regarding file transfer to the FTP, please call:
Laura Martin, Sales & Marketing Director or Jamie Wells, Graphic Arts/Purchasing at:
702-240-3457**