



▶ Email artwork and files to : Sales.Service@EagleMediaInc.com

- ▶ At Eagle Media, we can accept many file formats on both Macintosh and PC platforms. Please remember, the better the quality artwork you give us, the quicker and less expensive your project will be. When sending us any "logo", "illustrations" or "designs", artwork taken from a web site does not qualify as "Good Quality Artwork". We offer artwork creation services for an additional fee and bill by the hour. If logos, illustrations, or designs fail to meet our submission guidelines and have to be recreated by us, these additional charges may be applied. We will contact you for your consent before proceeding.
- ▶ Artwork that is in a "Vector" base format will always be your best choice for almost any and all your business needs. From Business cards to bill boards, Vector artwork will reproduce your image the best. Vector based artwork usually has a .eps or .ai extension.

TO AVOID ADDITIONAL CHARGES AND ADDITIONAL TIME:

- ▶ File Naming: be clear and descriptive. Include your last name, type of product, or anything else that might be helpful (example: Doe_John_BusinessCard_front / Doe_John_BusinessCard_back)
- ▶ Embed any images (reference or otherwise) or include them with the links in the file.
- ▶ Submit artwork at actual size if possible.
- ▶ All fonts MUST be converted to outlines/paths.
- ▶ Identify spot colors if possible
- ▶ Artwork must have a minimum resolution of 300 dpi
- ▶ .JPG images should be saved at maximum quality

OTHER FILE TYPES

- ▶ .PDF (Portable Document Format by Adobe)
If this is one of the only options, please make sure it comes through at least 300-600 dpi.
- ▶ .TIFF (Tagged Image File Format)
This format is excellent for photographs. It can be used on any of the large format devices. A "tiff" file from Adobe Photoshop or Corel Photopaint can be sent to Eagle Media for production. Leaving the file in RGB or CMYK mode is also preferred.
- ▶ .JPG / .JPEG (Joint Photographic Experts Group)
This format is excellent for transferring photographs across the Internet. A JPG file from Adobe Photoshop, Corel PhotoPaint, or many other programs can be sent to Eagle Media. Remember to export it at least 300 - 600 dpi. Leaving the file in RGB mode is preferred.
- ▶ .PS/PRN (PostScript/Print file) (When using Microsoft Publisher, one must use this option)
These formats are acceptable when you do not wish to have any alterations made to your original document. They "seal" the original file so that changes cannot be made. If you should have any questions when creating this type of file, you should contact Eagle Media. We will be more than happy to assist you.
- ▶ QUARK/PAGEMAKER
Application Files When using these programs, always export as a PDF or EPS format AFTER changing all text to "Outlines/Curves)
These files are the original documents saved from the respective applications. When using these types of files, please remember to include all fonts and graphics that you have used in your document.

- ▶ The best file formats for vector based art are:
.EPS and .AI (Encapsulated Postscript and Adobe Illustrator)
- ▶ This format can be used on any of the large format devices. It should come from either Adobe Illustrator, Corel Draw (always export/save as an .EPS/ .AI file with all text changed to "outlines or curves". If the file is saved from Photoshop, please do not use the DCS option.
Sending files in CMYK, Pantone, or RGB is acceptable. Whenever possible convert your text to curves or outlines.



RASTER VS VECTOR

- ▶ When it comes to your logo, illustration, or design, scale is important. The reason why vector based art is important is because it never loses quality when scaled up or down. If you have a vector based logo, it will look sharp small-scale on a business card but also large-scale on a shirt, sign, or Large Box Truck.

