

**ORDERING INFORMATION:** Refer to CPC Terms of Sale for additional policies, besides these listed below

**Production ready artwork:** We can accept both Mac and PC generated artwork. Artwork may be submitted by CD, USB flashdrive, via email, or by FTP to our web site. (Call for information.)

**Resolution:** We prefer that all artwork be submitted in vector format. However, if you have a file that is non vector art, it should be supplied at a minimum of 300 dpi at final output size. Images downloaded from the internet are generally of too low a resolution (72dpi) to be suitable for printing at high quality.

**Example:** If you submit a 12 inch square image that needs to be enlarged to a 24 inch square image, your 72dpi, would reduce to approximately 36dpi.

**Acceptable file formats:** Adobe Illustrator – .EPS, .AI, .PDF Photoshop – .EPS, .PSD FlexiSign – .FS Bitmap Images – .TIFF, .JPG (minimum 300dpi). There may be additional charges to convert lower quality files to an acceptable format. Please convert text to curves. This allows us to read the file without needing your custom fonts.

**Unacceptable file formats:** Low resolution images of any kind, including BMP, PPT, TXT, DWG, DXF. Large format digital printing: For optimal results, any design work can be created at 1/2 of the final output size with a resolution of 300 dpi or greater. If submitting artwork on a cd, please include the original design file as well as any font files and unlinked pictures used in the artwork.

**Colors:** Call a customer service representative to specify colors on your order. Additional charges may apply for spot colors.

**Bleed printing:** Printing all the way to the edge or “bleed printing” should be avoided, but if your job requires it then it must be noted on the quotation to avoid additional charges later. We recommend leaving an edge border or printing up to 1/8” of the border to avoid additional charges associated with bleed printing.

**Proofs:** You will be required to sign a proof for every custom sign you purchase. CPC will supply your initial proof via fax or email free of charge. Additional proofs or excessive artwork preparation may require an additional art charge per hour. Estimated production time begins after proof approval.

**Four color process:** Four color process is available for many of the custom graphics items we produce. Call for a quotation.

## Design Tips To Remember

- Convert all fonts to outlines, shapes, or objects
- Convert strokes to paths
- Only high resolution images /pictures in raster files

**Halftones:** New and repeat orders are subject to a \$50.00 Halftone charge for each color.

**Consecutive numbering:** Call for a quotation.

**Overruns - underruns:** To ensure quality, shipments of 5% over or under purchased quantity will constitute a complete order and will be invoiced accordingly.

**Non-standard quantities:** Any order for a quantity between price columns will be invoiced at the lower quantity column price. (Ex: 550 pieces will be invoiced at the 500 column price).

**Political sign funding declarations:** The customer is responsible for supplying the copy to meet their state’s law regarding political advertising.

**Split shipments:** Split shipments are available. Call for info.

**Manufacturing methods:** We will manufacture non-standard traffic signs according to one of the following methods: Screen printing, digital printing, or computer cut legend. The method we choose will be based on quantity, size, colors, current workload, etc. If you require a certain method, that must be conveyed to us on your request for a quotation in order for us to honor the quote.

**Die cutting:** There is no additional charge for decals with square corners, circles every 1/2” diameter, repeat orders, or standard dies from the previous list.

**Corrugated plastic:** Corrugated plastic does not come from the factory in exact sheet sizes. Artwork should be prepared without color overlap on fine print to compensate for this problem during registration.

## QUALITY ISSUES

**“30/30 Rule”:** The majority of the outdoor signs that we produce are intended to convey messages to the driver of a vehicle. The “30/30 rule” states that outdoor signs will be viewed at 30 feet away at a rate of 30 miles per hour. The customer needs to be aware of this when preparing artwork for signage. Excluding customer approved artwork, only signs that fail to convey that message under these circumstances will be considered defective. CPC will only issue credit on outdoor signs that are found to be defective by the “30/30 rule”. Special consideration will be given for indoor signs.

## QUOTING

Due to the multiple variations of custom graphics products, CPC can only honor quotes in which all pertinent information was presented at the time of quotation. For instance, PMS numbers, halftones, bleed printing, etc. must be presented at the time of quotation to avoid additional charges after quotation.

**ABOUT DIGITAL FILES** There are two basic digital file types for artwork, Raster and Vector.

A **Vector file** is composed of a series of lines and nodes. Vector files are most commonly created in design software such as Adobe Illustrator™ and FlexiSign™. When enlarged or reduced, a vector file’s quality will not be affected. Common file types include FS, EPS, AI and PDF.

A **Raster file** is one that is composed of tiny colored squares, called pixels. The resolution set at the time a design file is created will determine the quality of the final printed image. An ideal resolution is 300dpi. These files are often created in photo-editing software such as Adobe Photoshop™ and Corel Photo Paint™. Artwork that has been scanned is saved in raster format. When Raster images are enlarged or reduced too much, the graphic tends to lose its quality. Common file types include JPG, BMP, and TIFF.