

DEALER FILE PREPARATION & ART CHECKLIST

For a non-branded version of this form, go to the DEALER HELP tab at admorefolders.com

**BEFORE YOU OR YOUR DESIGNER BEGIN:
DOWNLOAD ITEM TEMPLATE FROM ADMOREFOLDERS.COM**

ARE YOU ORDERING A CUSTOM ITEM? Call us first.
We will create a template *before* you begin your artwork.

CREATE ART FILES USING (MAC OR PC) PROGRAMS

- InDesign
- Illustrator
- Photoshop

PLEASE NOTE:

We cannot accept Word, Publisher, Powerpoint or PageMaker files.

SEND LAYOUT FILES & ART ELEMENTS

- PACKAGE all elements used in file: fonts, graphics, links, logos
- VECTOR ART: convert all type to outlines; save as **.EPS**
- IMAGES/PHOTOS: 300 dpi high-res for CMYK & grayscale
 - save as **.PSD** or **.TIF**
 - RGB web graphics (72 dpi) are low res and unacceptable**
- SCANS: 1200 dpi, bitmap format save as **.PSD** or **.TIF**

CAN I SEND A .PDF AS ARTWORK?

Yes, PDF files are acceptable, but must

- use proper item template
- include bleeds (extend 1/8" beyond edges of item)
- use full resolution graphics and images

INK COLORS

- PMS PRINT ORDERS: use **SPOT/PMS** colors
- 4CP PRINT ORDERS: use **CMYK (NOT RGB)**
 - large black areas? use this rich-black mix: c60 m40 y40 k100
 - to avoid "Blues that look Purple" choose a 4CP mix with 30% more cyan than magenta

OVERPRINTING - AVOID THIS!

If an element is set to OVERPRINT you run the risk of it not printing on your final output. Check "Separations Preview" or "Overprint Preview" to view how your artwork will print. Use the ATTRIBUTES menu (InDesign or Illustrator) to find "overprint fill" and "overprint stroke" toggle boxes.

FOIL STAMP, EMBOSS & DEBOSS


- SEND ONE COLOR, VECTOR (.EPS): convert all type to outlines

EMBOSS OR DEBOSS – THICK, BOLD COPY IS BEST

Minimum line thickness is 2 PT. 

Increase point size/line weight accordingly. Avoid serif/thick-thin type, screens, fine lines and copy with intricate detail...they will not emboss/lift or deboss/lower well.


FOIL STAMP – FOR MOST TYPE STYLES, MINIMUM POINT SIZE IS 8 PT.

Increase size for serif/thick-thin styles. To avoid loss of detail and plugging do not use ultra-light and script type styles, screens, thin lines and copy with intricate detail and gaps closer than 1 pt. 

AVOID ERRORS & JOB DELAYS:

- CHECK YOUR FILES – Proofread & test print your files: print a reduced copy. Does art print & color separate per your quote/purchase order? Is artwork on item template and correct panels? Are bleeds included at outer edges? Additional charges apply if we need to modify your files. **We are not responsible for errors in supplied files.**

SENDING ART FILES

- 1** Check that artwork & layout matches specs quoted...
 - Follow Pre-Design Checklist
- 2** Compress files (.zip) before sending
- 3** Upload Files & P.O.
go to admorefolders.com
choose **UPLOAD ART** 
Login to **SelfService**
Click **ARTWORK UPLOAD**



DID YOU KNOW?

Admore SelfService allows you to:

- Upload Artwork
- Place Re-Orders
- Track Orders
- Pay your Bill

selfservice.admorefolders.com

800.523.6673

M-F 8:30 – 5:00 ET

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