

M I D W E S T L E T T E R I N G

Transfer Magic E-Ready Art Criteria

Guidelines for E-Ready Price Qualification

1: File must be vectored art and in one of the following formats:

Adobe Illustrator (any version)

CorelDraw (X6 or lower)

PDF

EPS

2: File must have a supporting “hard copy” to verify artwork.

Fax, jpg, png, pdf files are accepted as a hard copy.

3: All text must be converted to “outlines” (Illustrator) or “curves” (CorelDraw).

No active text boxes in files. All text must be converted to vectored art.

4: Art must be spot color with each color appropriately labeled.

If white is a color it must be shown on a color background or shown as a visible color.

5: All images must be exact for final product.

Must be exact size as final product.

Gang sheets must be ganged with 1/4” minimum spacing between designs.

8 maximum designs on multicolor gang sheets.

6: Send files to: midwestlettering@transfer-magic.com

Be sure to include all pertinent order information on, or attached to your file; ie: company name, complete address, phone / fax numbers, your name, total sheet quantity, color(s), material, credit card info, shipping method, proof desired (if any) and supporting hard copy.

Additional Details:

A: Fax, email and / or color proofs are available at a nominal cost to you before we print your e-ready art. If you do not request a proof from us we will produce your order as received at your risk.

B: Email is first downloaded at 8am EST Monday thru Friday. Priority One and /or Priority Two orders need to be received no later than 10:30am EST that day. It is your responsibility to notify us by fax or phone that you have sent us a Priority order so that we can verify that we have received it.

C: On the occasion that you do not meet our e-ready art requirements, we will advise you of the changes needed to be made and give you one opportunity to resend your file. If you again do not meet our requirements or choose to have us modify your art for you, then your order will be charged the higher “special design” transfer price.