



GRAPHIC ART SUBMISSION SPECS & GUIDELINES

It is critical to the timeliness of your job that all guidelines be followed before submission of any jobs to the Just Scratch It! team... Thank you!

Before you begin designing your scratcher it is understood, by us, that you are using Illustrator CS3 or above. All artwork submissions must be accompanied by all Placed images (along with Original PSD files), Fonts used in your artwork - the use of a collection program is highly recommended. We also need you to understand the following points (Please talk to your rep if any of the following is unfamiliar to you):

FORMAT

- a. All art should be prepared in illustrator CS3 or above (.ai files)

COLOR SPACE

- a. We only accept CMYK or Greyscale(B&W) file submissions (no PMS colors or Spot colors) - all spot/pms color art must be converted to CMYK prior to submission to our team

ARTWORK

- a. Artwork should be created to the actual final trim size of the produced cards (no bleeds built into the page): for example if you are going to receive a 2x4 horizontal card, the artboard in illustrator should be set to 2x4 landscape and all bleeds to be built outside the artboard
- b. All bleeds should exceed the final trim size by a minimum of 1/8"
- c. All copy should be kept a minimum 1/8" from final trim
- d. Any black ink used for background or large image areas to contain under-color (super black) - 40c 30m 30y 100k
- e. You can place the card back on a separate layer of the same file also

TYPE

- a. All copy should be above 3.5pt (Reverse type to be a minimum of 6pt)
- b. Please set black type over 18 pt to be 40c 30m 30y 100k
- c. Fonts should be supplied with submission (Avoid true type fonts since they yield inconsistent results)

FILES, APPLICATIONS, & FOLDERS

- a. We require a soft proof of all submitted artwork in the format of PDF files to match your art prior to production
- b. We do not accept PostScript files, PDF files as final art submission
- c. Please avoid the use of special characters in file and folder names such as: < > / \ : * ? " |
- d. Placed EPS files should be saved Mac preview with Binary encoding and no compression
- e. Placed TIFF files should be saved with no LZW compression

IMAGES

- a. 8-bit (grayscale) and 24-bit (color) scans should have an effective resolution between 225-350 dpi
- b. TIFF files should be saved with no LZW compression



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- c. EPS files should be saved with Mac preview and Binary encoding and no compression
- d. Copy Dot scans must have a resolution of 2400 dpi
- e. Linework scans should have a minimum effective resolution of 600 dpi
- f. Total ink coverage of a scan should not exceed 320%
- g. Images should be scanned as close to 100% of final size as possible
- h. PNG, GIF file formats will not be accepted, since they will not provide you with high enough quality for print files. First, they do not carry enough resolution and second, they are in the wrong color space - RGB and not CMYK
- i. JPEG files may be acceptable only if the files are in CMYK color space and carry enough resolution for printing as discussed above in point a.

SCRATCH LAYER

- a. All art on the scratch layer to be kept a minimum of 1/4" from the final trim

PRIZE LAYERS

- a. Place each prize plate on a separate layer in the AI file, including Scratch and Black over layers
- b. If requested we can place the prize layers on artwork

FILE FORMATS (NON-STANDARD)

- a. We are able to provide such competitive pricing on job submissions based on our production workflow, as such, our team has the ability to open other file formats, other than illustrator. However, the use of such file formats (Quark, Indesign, Photoshop, etc...) will incur extra charges, and increase the timeline of your jobs, due to file manipulation and conversion to illustrator

FILE SUBMISSION

- a. We accept files provided to us via our uploading facility at:
www.justscratchit.com/upload
or email submission (pending size restrictions on email servers - typically 4mb)
- b. Files should be compressed prior to upload to minimize file size and reduce the risk of corruption
- c. If you prefer us to pick up files at your designated ftp location, please let your rep know and provide any login information to your site