

## ART GUIDELINES

### *Forms of Artwork We Can Receive:*

- Text - We will typeset up to 6 lines of copy free-of-charge. Beyond 6 lines, standard artroom charges may apply.
- Camera Ready Artwork - Artwork will be scanned into our system. Step/repeat and minor alterations are provided at no additional charge. Copy that cannot be scanned or extensive alterations will be charged at standard artroom rates. Additional work will not be performed without approval.
- Computer Generated Files - We receive the following media types: 3.5" Macintosh formatted floppy disks, Synquest removable drives (44-200 MB), zip disks (100 MB), CDs, and email files ([art@mccourtlabel.com](mailto:art@mccourtlabel.com)). Applications we receive are: Macromedia FreeHand 9.0 (PREFERRED), Adobe Illustrator 9.0, Adobe Photoshop 5.0, Pagemaker 6.5, Quark 5.01. Note - older versions of these applications may be sent. We prefer Macintosh files, but we can accept PC versions.

### *Sending Files:*

- All disks must be clearly identified as to their contents.
- Include an accurate hard copy of all pages to be output.
- All color proofs must be accurately marked for color breaks, including all type, tints, 4-color, halftones, etc.
- Send copies of the files to be processed, never send originals!
- Include a copy of the screen and printer fonts (Macintosh versions - NO PC VERSIONS) used for the project (must include fonts used in graphics, also). These fonts will only be used for the project and returned upon completion. This is required to minimize font conflicts when processing files.
- Graphics and Scans - Include a copy of all graphic (TIF [preferred] or EPS) support files.

### *Liability:*

- Upon receipt of supplied disks, should it be evident that the condition of the copy differs from that which had been originally described and consequently quoted, the original quotation shall be rendered void and a new quotation issued if we are to make alterations.
- Alterations represent work performed in addition to original specifications (additional work supported with documentation upon request).
- Additional charges will be applied when Art Guidelines are not met.