



A SPEROS CORPORATION  
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## AD FILE GUIDE

*Thank you for participating in the ImageVelocity Pharmacy Bag Project! Please take a few minutes to go through this document as it contains important and useful guidelines in creating and sending in your ad that will appear on the prescription bags. Please be advised that these guidelines **are made based on the requirements of the printing press** to make sure that your ad will look good in print.*

### **I. CREATING YOUR AD**

#### **1. COLORS**

We usually use RED and BLUE ink on a WHITE paper bag. For reference purposes only, RED is PMS 199 and BLUE is Pantone Reflex Blue (no PMS No.). Note however that due to variations in the printing process, color quality may appear slightly different in the final print out.

Extra colors are available for an extra charge. Please call us for a quote. (1-800-944-2638, ask for the Project Manager or Account Manager). ALL colors should be in SPOT (i.e. not an RGB or CMYK).

#### **2. SIZE**

The size or measurement of the ad space are indicated in the PRINTING AGREEMENT that you signed. The ad should be within the said specified measurement. No bleeding please. There will be a border/box along the edges of the ad space.

#### **3. TEXT**

Bold Texts are acceptable for headings and big types, but should not be used for smaller types (anything under 10 point). Extra-Bold Text should not be used unless it is in reverse.

Bold Text will always come out bolder than planned due to the porous nature of the bag paper, which allows the ink to spread and fill in.

When setting texts in REVERSE, the opposite applies. TEXTS MUST BE EXTRA BOLD to prevent the solid background from closing in on itself. Although a reverse ad may look bold enough to start, the white text become thinner. You should NEVER ATTEMPT TO SET SMALL TYPE IN REVERSE - it will inevitably fill in.

The type style used makes a big difference too. It is advised to stay away from script styles and types with serifs or varying lines from thick to thin. The best choice for reverse is a non-serif or san serif, basic, extra bold type (e.g. Helvetica, Swiss, Arial). The smallest type size should be 8 point. Smaller than 8 point will be hard to read.

We DO NOT LOAD CUSTOMER FONT FILES IN OUR SYSTEM. If you are using special fonts that you absolutely require to be exactly the same when printed, these fonts should be converted to OUTLINES in Illustrator (version 8) OR rasterized in Photoshop OR mailed in hard copy (camera ready) for scanning. Note, however, that we will try our best to look for a text that is similar to your style.

#### **4. SCREENS/GRADIENTS/FEATHERS**

Screens need to be in 65 lines (i.e. there are 65 lines or rows dots in every inch). For best results, 10% tint should be used. Anything darker than 10% tends to fill in with a grainy appearance. A screen over 40% tint will fill in to almost a solid.

If printing text over a screen, they should be the same color. Reversed text over screens does not print well; text that is a screen does not either. Graduating tints should be avoided because they produce poor results. If it is necessary, graduate in small increments, e.g 10% to 40% as opposed to 0% to 100%.

It is important to have the correct ad size, because resizing an ad with graduating tones will print poorly.

Feathering edges should be avoided because they do not work with the bag's printing process.

#### **5. PHOTOGRAPHS/IMAGES**

If at all possible, we discourage photographs/images from appearing in your ads because a lot of photos do not have high contrast of light and dark, which is necessary for quality printing. If photos and images are necessary, for best results, send an original snapshots that have broad contrasting gray tones.

MAPS. We do not encourage putting an illustrated map due to space limitation. A brief description is recommended. However, if a map is necessary, please turn in an Illustrator

file of the map (see Section II.2). Depending on its complexity, there may be an extra charge should you wish us to create/recreate the map for you.

## **6. WHITE SPACE**

Allow ample white space in designing your ad because it makes your ad easy to read at a glance. Remember that an ad on the bag is read **UNLIKE** an ad in newspaper or a magazine or yellow pages, which is upclose and focused. Unnecessary and detailed information should be reserved for bigger ad space.

## **II. SENDING IN THE ARTWORK FOR YOUR AD**

Please use any of the following medium when turning over your art files: **a)** email attachment, **b)** zip disk, or **c)** CD. Please indicate if you want your zip disk or CD to be returned, and enclose a self-address stamped envelope.

A FAXED COPY is treated as for reference only. We still need the original copy mailed in.

We CANNOT LOG ON TO THE INTERNET and search or download an image for you. We DO PROVIDE COPYRIGHT-FREE CLIP ARTS AND PHOTOS FROM OUR OWN COLLECTION.

Due to security and copyright issues, WE CANNOT LOAD customer software programs and/or font files.

Artwork MUST be saved in one of the following :

**1. FOR IMAGES (photos, logos, and other rasterized images):** **a)** jpeg (maximum quality), **b)** tiff (in grayscale; if it is in color, it will be converted to grayscale at our end), **c)** bitmap, or **d)** eps (w/ ASCII encoding). Resolution should be no less than 300 dpi for photos and line art. Size should be NO LESS than 3 inches in width.

**2. ILLUSTRATOR File:** Save the file in version 8.0. Fonts MUST be converted to outlines. Colors used must be converted to SPOT COLORS. Delete all unused color swatches. Do not group/flatten the file. Please refer above if you used any images.

**3. QUARKXPRESS File (HIGHLY RECOMMENDED):** COLLECT FOR OUTPUT before sending. All components used should be attached. POSSIBILITY of your type styles being replaced in our end is very likely. Please refer to II.1 if you have any images attached. Please use the spell check tool. Hard copy/original artwork must accompany all digital files.

**4. PHOTOSHOP File (NOT RECOMMENDED IF NOT A BITMAP):** File formats in tiff, eps or jpeg (maximum quality). Resolution of 600 dpi. Must have a separated blue plate file and red plate file.

**5. Files in PDF (Acrobat), WORD and POWERPOINT:** These files will be treated as FOR REFERENCE ONLY. They will have to be redone in QuarkXPress at our end, thus, there may be some variations from the original. Note that if you have any images/photos used in said files, these will have to be SEND IN separately. Please see II.1 for proper handling and sending.

**6. We DO NOT ACCEPT PAGEMAKER, COREL, INDESIGN, FREEHAND, PUBLISHER and OTHER FILES NOT MENTIONED IN THIS SECTION. HOWEVER** we will be glad to work with you in creating an ad in QuarkXPress. Please mail in hard copies of your ideas and images. We will fax you your ad proof as soon as we can.

Our email address is **graphics@imagevelocity.com**. Note that WE ACKNOWLEDGE ALL THE EMAILS WE RECEIVED with an email letter saying so. Thus, if you sent us an email and did not get an acknowledgement within 24 hours, it is most likely that we did not get it. So please try sending one again. Sometimes our acknowledgement contains a message saying we cannot use your file because of some reasons. Please follow instructions stated herein.

We utilize Macintosh-based software and systems.

*Thank you for reading this document. Please do not hesitate to call us if you have any questions 1-800-944-2638. Ask for the Art Department. REMEMBER that we can always make your ad for you **FREE** of charge. For a minimal fee, we can even provide you several digital files of your ad with our **AD IN A CD** program. You will need these digital files whenever you do print advertising anywhere.*