



## Artwork Guidelines Tipsheet

Artwork may be submitted in either hard copy or electronic format. All artwork is kept on file for 24 months. Hard Copy artwork should be crisp, clean, black and white line art. It can be mailed to us at McKinley, Inc., PO Box 716, Chariton, Iowa 50049. Electronic artwork may be submitted via disk (CD-Rom, floppy, zip) or email. We accept both Macintosh and PC files. Files should be compressed in the ZIP or STUFF-IT format. Our email address is: [lblack@mckinleyinc.net](mailto:lblack@mckinleyinc.net)

Please observe the following guidelines:

1. Please include your company name and order number on all artwork sent. Choose a file name that relates to the artwork such as the order number.
2. Always send a hard copy of your art so that we can compare the two and verify that your artwork is not altered in any way when opened. You may submit a JPEG or PDF file to act as your hard copy. Include it as an attachment along with your art work.
3. Acceptable software:
  - Adobe Illustrator
    - Save as an EPS or AI file
    - Create outlines for all text
    - Include all font files
  - Adobe Photoshop
    - Save as a TIF or PSD
  - Macromedia Freehand
    - Save as an EPS file
    - Create outlines for text
    - Include all font files
  - CorelDraw
    - Save as an EPS file
    - Convert text to curves
    - Include all font files
4. We also accept scanned TIF images. We recommend scanning in line art mode at 1200 DPI.
5. If your art does not comply with these specifications, please submit what is available. We will make every attempt to convert your artwork to one of these formats. If we are unable to produce your order from submitted artwork, we will contact you and offer solutions.
6. If you would like to place an order but do not have sufficient artwork, we have a staff that can perform cleanup for \$30. If further work is required, we will contact you for approval.