

Electronic Requirements

Travel Tags' prepress departments are Macintosh based.

Software

The following graphic applications are used by our prepress departments:

- Adobe Acrobat 7
- Adobe After Effects 6
- Adobe Illustrator CS2
- Adobe InDesign CS2
- Adobe Photoshop CS2
- Discreet 3ds Max 5
- Macromedia Freehand MX
- Quark XPress 6.1

File Delivery Methods

1. FTP: ftp.traveltags.com

User ID: guest Password: welcome

- a. Uploading files to the FTP site requires an FTP client, such as Fetch or WS FTP.
- b. We prefer that Drop Stuff is used to compress the files before uploading to the FTP site.
- c. If you are uploading files to the FTP site, please notify your CSR or Salesperson.

2. Email: prep@traveltags.com

- a. Maximum file attachment size is 5MB.
- b. If file compression is necessary, please use Drop Stuff.
- c. If you are sending files to our email, please notify your CSR or Salesperson.

3. Media

- a. CD-ROM
- b. DVD-ROM

Hard Copy Requirements

1. Provide a color copy of each version marked "FINAL", with all trim marks clearly indicated.
 - a. If the print is not actual size, please indicate the scale percentage.
 - b. If no hard copy is provided, our preflight output will be considered "FINAL" hard copy.
2. Include any special instructions on the "FINAL" hard copy.

Image Requirements

Provide images in CMYK mode, not RGB. Converting from RGB to CMYK could produce undesirable color shifts. Image resolution is important to the quality of the finished piece. Effective resolution of 300 ppi for images in the final layout is required to ensure high resolution output at 175 line screen.

Example: A 300ppi image used at 100% in a layout has an effective resolution of 300ppi. A 150ppi image used at 50% in a layout also has an effective resolution of 300 ppi.

Font Policy

Fonts are subject to copyright and license protection in substantially the same way that software is subject to such restrictions. While we have established a large font library with all the appropriate licenses, occasionally certain fonts used by our customers or their designers are not included in our library.

Since using non-editable files is not always a reasonable alternative for our customers, we ask that you still include the fonts used in your artwork. This will give us the needed information to obtain licenses for the fonts used.

When working with text in Illustrator or Freehand, we recommended that you do not convert any text to outlines since it limits our ability to make corrections later.