



Pacific Northwest X-Ray Inc.

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<http://www.pnwx.com/>

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ARTWORK SUBMISSION FOR CUSTOM PRINT PACKAGING

FOR NON-GRAPHIC ARTISTS

For a small fee, TSI will design art for your custom printed packaging. This can be accomplished one of two ways:

1. Via email, send a black and white or color version of your logo, photos, and descriptive text.
E-mail to: tsi-art@pnwx.com
2. Or, TSI can scan your logo and photos using your letterhead, stationary, or other printed pieces. Send the logos complete with daytime contact information and e-mail address to:

ATTN: Art Department
TSI Medical/PNWX
24831 Avenue Tibbitts
Valencia, CA 91355

After your design is complete, TSI will email you a PDF proof of the design for your approval. It is very important you include complete contact information including daytime phone number and e-mail address.

FOR GRAPHIC ARTISTS

FILE TEMPLATES:

The custom packaging templates for each product can be found with the description of that product at: <http://www.pnwx.com/cpp>
When submitting art files, the following file formats are accepted: EPS, AI, QXD, PSD, TIFF, PDF, JPEG (all 300 dpi). Templates are available in most all of these formats on the webpage mentioned above.

RESOLUTION:

All files should be set to 300 dpi resolution in CMYK mode. 300 dpi provides high quality files while keeping file size manageable. Images less than 300 dpi have reduced image quality.

FONTS:

Include a copy of ALL fonts used in you files. If EPS images are linked, include all linked fonts as well. Be sure to include both printer fonts and screen fonts if you are designing on a Macintosh.

For Quark Express, fonts and images must be included with all files submitted.

For PDF files, embed the fonts. For Illustrator, outline the fonts.

PROOFS:

We encourage the submission of high quality color accurate printouts.

A low-resolution electronic proof in PDF format will be e-mailed as a safety "last check" prior to printing. For an additional fee, we will send high resolution printed proofs prior to print production.

HELPFUL APPLICATION NOTES:

Adobe Illustrator: AI, EPS – Convert all fonts to Outlines. Do not embed images, link them to the document and submit them with native document.

Adobe Photoshop: EPS, JPEG and TIFF accepted. Files must meet a minimum of 300-dpi requirement and be converted to CMYK.

Quark XPress: All Fonts and Images (graphics) must be included (we recommend using "Collect for Output") with all files submitted.

Adobe Acrobat: PDF format. All resulting PDFs must be high resolution. Fonts must be embedded on all PDF files.

FILE SUBMISSION:

Stuff or Zip your files. Files less than 5 meg can be emailed. Larger files can be submitted via CDR, or contact PNWX for ftp information.