

# U.S. MAGNETIX

## DIGITAL FILE SPECIFICATIONS

### Sending your Artwork

U.S. Magnetix is able to receive your digital art files on CD-ROM, Zip Disk and floppy, or via email at [art@usmagnetix.com](mailto:art@usmagnetix.com). We have a Mac-based art department, but are able to read files saved in both Mac and PC formats.

### Graphics Applications and File Formats

For pre-press production, U.S. Magnetix uses the industry standard graphics applications, Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Quark XPress. When using design/layout programs OTHER than these, please save files in a universally compatible format ("EPS" or "TIFF").

**Adobe Photoshop:** save as "Photoshop EPS" or "TIFF" file with a resolution of no less than 300 ppi (pixels per inch) AT ACTUAL SIZE.

**Adobe Illustrator:** save as "Illustrator EPS" or "Illustrator AI" file.

**QuarkXPress:** save as "QuarkXPress" file and remember to "COLLECT FOR OUTPUT."

**Microsoft Word:** DO NOT use Microsoft Word for ANY graphics or design elements, PLEASE. It is a text application and works very well for composing words, sentences... even paragraphs. It is NOT, however, a graphics program, no matter how bad you want it to be.

**Note:** When available, "line-art" or "vector-based" graphics are desired for best quality manipulation and output ("Illustrator EPS" or "Illustrator AI" format) vs. "raster-based" or "pixel-based" images ("Photoshop EPS," "TIFF" or "JPG" format) which at times may appear jagged. This is especially important when an image contains type elements or needs to be dramatically enlarged.

### Fonts

U.S. Magnetix has an extensive font archive, however, as a general rule: ALWAYS INCLUDE ALL FONTS used in your artwork.

### Questions?

If you have any questions concerning your art files, please don't hesitate to ask!

[art@usmagnetix.com](mailto:art@usmagnetix.com)

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