

ADERO Promotions T-Shirt Artwork Requirements

Template-based Artwork

ADERO Promotions has a large selection of template-based artwork available that can be customized for your school or organization. There is no charge for artwork if one of our templates is used. Modifications to template-based artwork are billed at a rate of \$60.00 per hour with a \$15.00 minimum.

Totally Custom Artwork

ADERO Promotions has graphic artists available to create from-scratch custom artwork. We can also take hand-drawn sketches and use them as the basis for developing custom artwork. Quotes for this service are available on a per-job basis.

Customer-Supplied Artwork

Email art to sales@aderopromotions.com. Be sure to reference the company name and PO Number.

ADERO Promotions also accepts files on PC formatted floppy disks or CD or DVD.

Production-ready, color-separated artwork to size is preferred. If artwork supplied requires typesetting, changes, touchups, or does not meet *ADERO Promotions* specifications, we will contact you to discuss alternatives. If *ADERO Promotions* is required to make changes, we reserve the right to charge accordingly. Artwork will be billed at \$60.00 per hour. The minimum artwork charge is \$15.00. Artwork will be sized to maximum imprint area unless otherwise specified.

Production-Ready Artwork

The following are **not** considered production-ready art: Photocopies, pen and/or pencil drawings, Yellow Page or newspaper ads, business cards, letterheads, and raised thermographic printing. Recommended halftone screen 35-line. *ADERO Promotions* will not accept responsibility for printing any artwork not deemed printable on the selected item or that we consider inappropriate.

Electronic Art

ADERO Promotions accepts artwork created in CorelDraw (version X4 or earlier), Adobe Illustrator (version CS2 or earlier) or Photoshop (version 7.0 or earlier) for the PC platform. For multicolor screenprinting, vector art is preferred. For Illustrator files, change all text to outline so the font is not required. For CorelDraw, convert all text to curves. For Photoshop, all text should be converted to raster. A hard copy along with the disk is highly recommended to ensure output match. For single color imprints, scans of production-art are acceptable as long as the original scanned resolution is at least 300 pixels per inch at actual imprint size. For multi-color screenprinting, if color scans are supplied an art charge will be necessary to do the spot color separation.

For halftones, please do not tint any color less than 10% or more than 40% at a 35-line screen.

For the photo image process, artwork can be supplied in any of the formats above as well as scanned graphic formats like EPS, PCX, BMP, TIF, and JPG. The original scanned resolution of the art at actual imprint size must be at least 200 pixels per inch.

Proofs

Paper proofs are supplied for all jobs. Approval of the paper proof is required before production can begin. Delays in paper proof approval can delay production. On larger jobs, approval of a spec sample is recommended. Approval of a spec sample is usually required within 1 business hour from the time it is received by the customer. If a recommended spec sample proof is not done, *ADERO Promotions* reserves the right to limit our liability on any issues that could have been found in the proof.

We would be happy to answer any questions. Please call (972) 664-9434 or email sales@aderopromotions.com.