

MATERIAL SPECIFICATIONS

Supplying Artwork For Litho (Photo Quality)

We'd like to make your design the most eye catching and professional available. Creating your artwork to best suit the printing process will ensure swift flow through production and a high quality result.

Proof

Provide an approved and signed proof for our visual reference, showing the position of your artwork allowing **3 mm** from the edge and indicating the colours used in the job.

(Box die lines are supplied in an easy to read file)

Art Files

We accept **Adobe Illustrator or PDF** finished art files. Other files can be accepted if necessary but must be requested through the Art Department first. **Please attach fonts.**

Images

Image formats accepted are **Photoshop, EPS** and **TIFF**.

Placed images must be **300dpi** or better all supplied at 100% of printed size.

Supply your images in Black & White or in Colour - CMYK colour mode only.

Note:

1. Place and link images into Illustrator at 100% size.
2. Do not re-size images within Illustrator.
3. Do not embed images into your Illustrator file as this unnecessarily increases file size.

Text

Include all fonts used in the job or convert all text to outlines in Illustrator if no text changes are required. The minimum recommended text sizes are as follows (using an Arial typeface):

Lithographic:

Positive	8pt
Reversed Out	8pt

Can go down to 4pt (Arial typeface) but we do not guarantee readability on 100% of the boxes.

Line Weights

Ensure the minimum line weight is **not less than 1pt at 100% size.**

Bar-coding (Optional)

Provide a unique identification in numeric or other format acceptable to identify the promotion at the point of sale to current scanning capabilities.

For best results, the barcode should be no less than 80% of EAN minimum. It also can be truncated 75%. This will ensure a high acceptability of scanning at the point of sale.

Colours

CMYK

Convert all PMS colours to CMYK.

Please Note:

Bleed - 3mm minimum bleed usually required. Include in the artwork, we may add where necessary in the printing process. Allow 6mm around the outer edge of the box.

Adjustments - Any adjustments will be pre-approved by the client prior to any production.

Basic Artwork Guidelines

1. Nothing that is sexist, racist, or offensive
2. Nothing that does not comply with advertising standards
3. Nothing that is of a sexual nature R rating etc
4. Nothing that is unappetizing or reflect eating food/pizza in a bad light
5. Recommend that a compressed PDF (under 3 MB) of the artwork should be forwarded to XMG/Coupon-a-Box prior to the final draft - **any issues can be dealt with promptly.**



For more information contact: **George Braoudakis**

Coupon-a-Box is a licensed product.
Innovation Patent # 2004101031 & 2004101044 granted
Certified Design # 301823 & 301824
New Zealand Patent # 536394 granted
Other Australian and International patents pending and can be viewed through the IP Australia website.

XMG Media

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