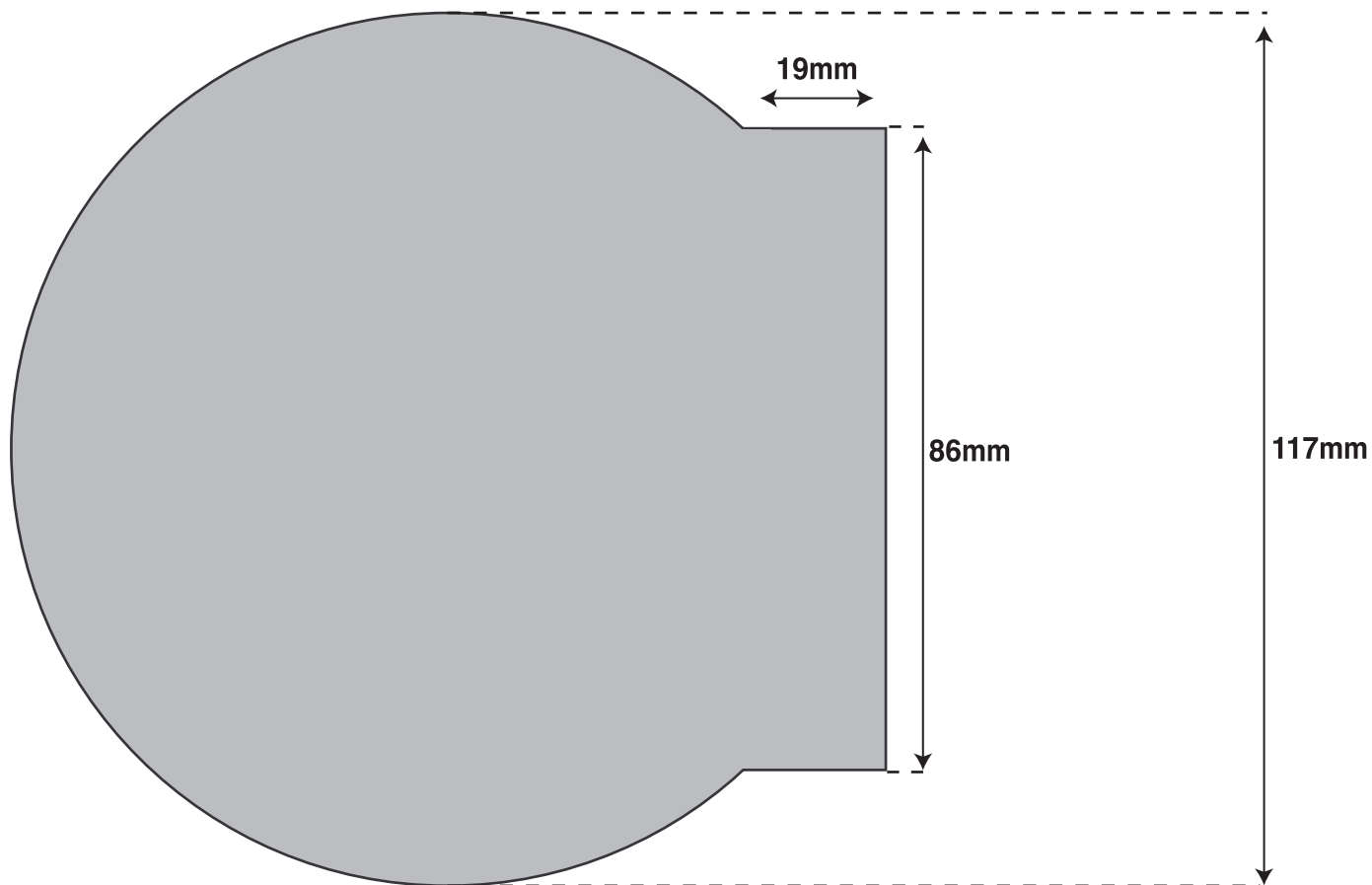


C-SHELL INSERT



■ printable area

SPOT PRINTING - UP TO 5 COLOURS...

Film if Supplied :: Right Reading, Positive Emulsion UP
Recommended Minimum Type Size :: Positive 4pt, Negative 6pt
Registration Marks :: One placed in Centre, 4 outside the Print Area
Keylines :: Remove all Keylines

SPOT
SPOT
SPOT

HALF TONE PRINTING...

Screen Ruling :: 85/100 lines per inch
Dot Shape :: Round or Elliptical
Dot Density Range :: 12% - 90%
Screen Density:: 15% minimum, 85% maximum

Solid areas where possible, need to be placed on separate film as the viscosity of the ink for half tone and solid areas is different.

HALF
HALF
HALF

PROCESS PRINTING...

Screen Ruling :: 100 lines per inch
Dot Shape :: Round or Elliptical
Dot Density Range :: 12% - 90%
Screen Angles :: Cyan 75°, Magenta 45°
Yellow 0°, Black 15°

Avoid Printing Large Solid Areas when Using 4 Colour Process

PROCESS
PROCESS
PROCESS

Digital Formats...

Mac or PC eps files, Quark Xpress 4.1, Illustrator eps, Photoshop jpeg or tiff files are the preferred formats

0001
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0001

Saving your artwork...

Artwork should be supplied on CD or Zip disk
Files can be supplied via e-mail
Attachments that are compressed using Stuffit or Win zip which will reduce the file size

0002
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Before you send your file...

Check that all typefaces are included with the document on the disc
Ensure all fonts within eps or pdf are embedded or have been converted to paths
Include all graphics and images used in the document
Use CMYK not LAB or RGB colour models

0003
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