

APRIL 2008



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FIRST DAY OF PASSOVER						LAST DAY OF PASSOVER
27	28	29	30			

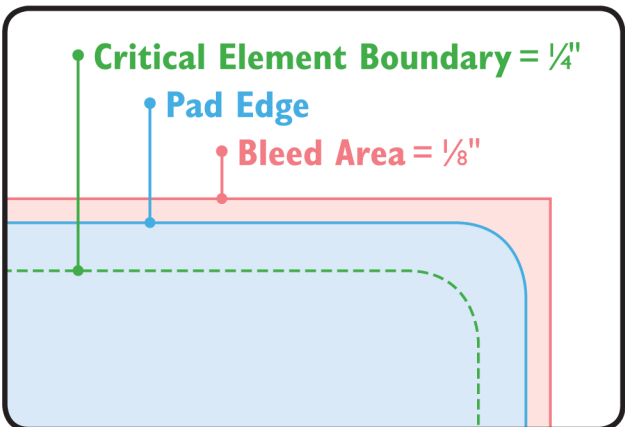
2.25" x 1.90"

Logo Imprint Area is 2.25" x 5.5"

- Imprint in Black or 4-Color Process only, no spot colors
- Vector artwork preferred – with text in outlines
- Photoshop files must be at least 300ppi & include clipping path

Mouse Pad Specifications

Trim Size: 7.25"x8.5"
Bleed Size: 7.5"x8.75"
Image Size: 2250x2625 pixels
(300 Pixels Per Inch @ 100% Size)
CMYK Color is accepted – sorry, no spot colors



Mouse Pad Art Check List

A quick test to ensure success!

Art and digital files that pass this pre-flight “test” usually flow through our system with ease. Art requirements for all of our products conform to sm@rt code “4C” (300ppi or vector art as 4-Color Process) as well as sm@rt code “4S” (300ppi or vector art defined as **COATED** Pantone® spot colors).



1 Layout

- ✓ 1/8" Bleed when art extends off of the pad
- ✓ Critical elements at least 1/4" inside pad edge

2 Image Resolution

Image resolution MUST be 300 ppi or higher. EVERY file used to create the final piece MUST be included & editable. This includes linked or placed files.

- ✓ Save images at 300ppi/dpi, sized to 100%
- ✓ Save images as .psd, .tif, .eps, or .ai files
- ✓ Include editable versions of **all** files

3 Fonts

- ✓ Reverse Type at least 18pt serif, 12pt sans-serif
- ✓ Convert all fonts to outlines/curves
- ✓ Include all Screen & Printer fonts

4 File Formats

Prefer you supply a READY TO PRINT PDF file, which includes the full bleed dimensions of graphic, in CMYK mode, created at 300 dpi...or an Illustrator eps file, with all fonts converted to outlines

Do NOT accept word, powerpoint, spreadsheet files !

5 Art Submission

Zip or Stuff your file, and then upload to:
www.ibackup.com
user id: quality pw: values
follow instructions for upload on site

email (dan@a1imaging.com) when file has been uploaded !

6 Color Target / Output Sample

Include a complete, full sized hard copy of the composite art submitted. Hard copies may be either color or black & white, but must be printed from the final file(s) you provide us. Print 4-Color Process targets using calibrated output devices.

- ✓ Calibrated Color Target
- ✓ Black & White
- ✓ **COATED** PMS Color Callout

7 Colors – Process & PMS

Colors should be defined as either spot or CMYK. All spot colors will be matched to the Pantone® **COATED** Process Imaging Guide. Converting spot or RGB colors to CMYK will change the appearance of the color, sometimes dramatically.

- ✓ CMYK 4-Color Process
- ✓ **COATED** Pantone® PMS

8 Design Tips

- ✓ Avoid small type and other thin elements for fabric mouse pads
- ✓ Include all files, including fonts and images
- ✓ Convert fonts to curves/outlines
- ✓ Supply a printed copy of the final layout and color samples or color targets

9 Corner Radius

- ✓ Standard corner radius is 3/8"
- ✓ Any other corner radius requires a custom die
- ✓ Square corners are NOT recommended

Please be aware of the corner radius when creating mouse pad art.

10 Typical Mouse Pad Layout

