

FREE ELECTRONIC LOGO REPRODUCTION

Digital vector artwork may be sent to us via email to art@rocketnevada.com, or on a PC-formatted CD-R or 3-1/2" diskette. Because we prefer vector artwork that is sent to us in black and white and to size, we will reproduce this type of artwork at no charge. If artwork is sent via email, the subject line should include identifying information such as your company name and Purchase Order Number. Whichever method is chosen to send your artwork, a hard copy for proofreading must be mailed or faxed with your order.

Artwork that is created in Adobe Illustrator [up to Version CS], is preferred, with all fonts converted to outlines. You can convert your copy to outlines by first selecting the type and then, under the TYPE Menu, select CREATE OUTLINES. Multiple layers of your artwork should also be flattened into a single layer. Selecting the entire image and then, under the OBJECT Menu, select FLATTEN TRANSPARENCY does this. Artwork that is created in Corel Draw is also acceptable, but it must be exported in Adobe Illustrator format [i.e., *YourFileName.ai*], with all copy and objects converted to curves. First select all of the copy and objects in your image and, under the ARRANGE Menu, select CONVERT TO CURVES. Then, select EXPORT from the FILE Menu, and choose AI – Adobe Illustrator - from the drop down menu.

Raster image .tif files are also acceptable if they are sent in black and white, at a resolution of at least 600 dpi, and to the exact imprint area required. These images are resolution dependent and, unlike those created in Adobe Illustrator or Corel Draw, will often become distorted or fuzzy when enlarged, or result in filling of white areas in logos and copy when reduced to size. If we have to convert your artwork to black and white, reduce it to fit within the available imprint area, or enlarge it for clarity, art charges may be applied to your order depending on the amount of work required. Low-resolution .jpg images, screen captures from web sites, images placed in word processing programs, and .gif images, even when placed in Adobe Illustrator or Corel Draw files, do not reproduce well and are generally not acceptable.

CAMERA READY ART AND STOCK CUTS

If all you have available is camera-ready art, or if you want us to use one of our stock cuts, we can scan the image into our system and add any necessary copy at a minimum charge of \$30 (g) added to your order. All camera-ready artwork must be sent to us in black and white, at 200% of imprint size, free of any halftones or screens, and printed on quality glossy paper on a laser printer. Although artwork which is printed with ink jet or dot matrix printers, or which is printed on ordinary bond paper, may appear to be crisp and clean, they are not acceptable because they lose resolution when scanned into our system. Also unacceptable are images that are faxed or reproduced on copiers, handwritten drawings, images on business cards or stationery, buttons, golf balls, pens, letter openers, etc.

TYPESETTING

We encourage you to set your own copy in Adobe Illustrator, Corel Draw, or even PhotoShop. This avoids typesetting errors that we might otherwise make, and expedites your order. If you do want us to set copy to your logo, a \$25 (g) art charge will be applied to your order, which includes a complimentary fax or email proof to assure that the copy was set correctly. If your imprint consists of only straight-line copy, we will set up to five lines of copy at a charge of \$15 (g). This charge also includes a mandatory fax or email proof.

While we have thousands of fonts available, all with bold, italic and drop shadow effects, if your copy requires a special or stylized font that we may not have, you will need to provide us with the font. To help avoid typesetting errors, your copy should be sent to us in typewritten form with any special instructions as to fonts, point size and effects required. When selecting fonts and effects, please remember that most copy reproduces best when set in an open font without special effects, and that copy below 7 or 8 point begins to lose some of its resolution and crispness when printed, and may appear to change the color of your copy when set to a logo. Script fonts reproduce best when set in both upper and lower case.

Unless otherwise requested, we will typeset your copy as follows:

YOUR COMPANY NAME [ALL CAPS]

2525 Your Street Name
Your Town, State 00000-0000
999-0000 | 888-1234
The Best Imprint Anywhere!

ROCKET ART SERVICE

Routine enlargements, reductions and minor 'tweaking' of your art are performed at no charge. If your art requires more extensive work, such as converting color art to black and white, eliminating halftones or screens, rearranging or strengthening elements, opening up areas that may be filling in when reduced to size, or to re-create it completely, we can provide these services to you at a charge of \$50 (g) per half hour, with a minimum charge of \$25 (g). All charges include a complimentary fax or email proof. Unless otherwise requested, we reserve the right to add the minimum art charge of \$25 (g) to your order. If we believe the art charges will exceed this amount we will notify you and give you an estimate.