

ART REQUIREMENTS

Although Midwest Promotional Group accepts artwork in most forms or formats, electronic art is the best method to ensure speedy and accurate production. Please ensure all artwork includes the format used, customer name and the name of your Midwest sales representative.

CAMERA READY ART

We **do not** encourage the use of camera ready artwork. If camera ready art is the only option, we prefer clean crisp black and white art to size. Faxes are not considered camera ready art.

ELECTRONIC ART

We prefer electronic artwork. Midwest uses the latest technology in Macintosh-based systems. We have the latest software versions of Adobe Illustrator (.eps), Adobe Photoshop (.psd), Quark Express (.qxd) and InDesign(.indd). Departure from our standards may result in delays to production schedule.

We can accept compressed files, if necessary, with Stuffit, Win-Zip, or Self extracting archive (.sea).

ADDITIONAL REQUIREMENTS

- Convert all type to curves, paths or outlines (vector art). If this is not possible, send in all fonts used for the job to be printed.
- For multi-color orders, use Pantone spot colors and indicate exact PMS color numbers.
- When supplying a disk, please provide a hard copy or faxed copy output for proofing purposes. On multi-color orders, please indicate color breaks and PMS colors.
- All Quark files need to be "collected for output." Include all placed-files along with MAC screen and printer fonts used in the document.
- 300 DPI is the lowest resolution for bitmap format and art should be sent to the requested imprint size.

ARTWORK SUBMISSION

Email art to artdept@midwestgrp.com and attach both PDF and EPS file formats if possible. Please include your company name and Midwest sales representative in the subject line. E-mails received without identification will be returned to sender delaying the production time.

If file size is over 5 mb, please upload your artwork to our ftp site: [ftp.midwestgrp.com](ftp://ftp.midwestgrp.com)
username: mpgart
password: mpgart+1

Disk, CD, DVD and 100MB Zip—send artwork via postmail to: **Midwest Promotional Group
Attention: Art Department
5900 Archer Road
Summit, Illinois 60501**

NOTE

Microsoft office programs (i.e., Microsoft Word, Microsoft Power Point, etc.) are not graphics programs and are not acceptable file formats. Midwest can recreate or alter most formats to meet printing requirements, but a delay in the production schedule and additional cost may occur.

FTP INSTRUCTIONS

ftp.midwestgrp.com

username: **mpgart**

password: **mpgart+1**

username and password are case sensitive. Please make sure they're all lowercase letters.

You can access ftp sites through your web browser or an ftp program such as Fetch (www.fetchworks.com) or FileZilla (www.filezilla-project.org)

TO UPLOAD FILES THROUGH A WEB BROWSER:

1. type in ftp address above onto your web browser as you would going into any other site.
2. you will get prompted for the username and password listed above.
3. drop in your files into a blank area of your browser. you should see a progress bar of the upload.

THROUGH AN FTP PROGRAM:

1. after downloading the ftp client software, type in the ftp address, username and password into the designated area. (ftp clients vary from one another)
2. drop your files into the client, the files should automatically upload.

IMPORTANT:

Please make sure you email the art department to let us know your artwork is on the ftp site. Please provide the company, file name and the name of your Midwest sales representative on the subject line. email: artdept@midwestgrp.com