

Although Midwest Promotional Group accepts artwork in most forms or formats, electronic art in vector format is the best method to ensure speedy and accurate production. Please ensure all artwork includes product ordered, 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 (.ai,.eps), Adobe Photoshop (.psd), and InDesign (.indd). Departure from our standards may result in delays to production schedule.

Additional Requirements

- Convert all type to curves, paths or outlines in Illustrator and InDesign files. Rasterize all fonts in Photoshop files. If this is not possible, please 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.
- 300 DPI is the lowest resolution for raster artwork; art should be sent no smaller than printing size.

Artwork Submission

Email artwork to artdept@midwestgrp.com and attach both PDF and EPS file formats if possible. Please include product ordered, 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 10 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
16w211 South Frontage Road
Burr Ridge, Illinois 60527

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.

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