

MAINSTREET MENU SYSTEMS CUSTOM ARTWORK GUIDELINES

Custom artwork charges are based on a flat rate in one of three categories. Flat rates are charged one-time only per image.

CATEGORY A-NO EXTRA CHARGE

Plain text additions in stock Mainstreet fonts.

Customer supplies us with professionally shot 8" x 10" or 4" x 5" film positive, 8" x 10" or 4" x 5" film negative* or acceptable electronic file which meets requirements listed in Electronic File Specifications below. See specifications for images from digital cameras.

**Exception: Extra charge for 35mm film negative is \$50 list each.*

CATEGORY B- \$250 LIST PER IMAGE

Customer supplies electronic file (excluding PDF files) which does not meet requirements listed in Electronic File Specifications below.

Also includes image adjustments such as cropping & "dropping in" of another image.

CATEGORY C- \$500 LIST PER IMAGE

Customer supplies PDF file, rough sketch, concept or other media, which requires Mainstreet/The Howard Company to create artwork.

Mainstreet/The Howard Company reserves the right to determine if supplied media is usable and limit the amount of time dedicated to the project.

Additional charges may apply.

ELECTRONIC FILE SPECIFICATIONS

ACCEPTED MEDIA: CD, DVD, or FTP (call for access)

PROPORTIONS: Set up files at final output size or proportional to final output dimensions. Indicate crop marks.

RESOLUTION: Optimum resolution is 200 ppi at final output size.

COLORS: Raster images can be in RGB or CMYK. All other files must be CMYK. Specify any critical color matches. Exact color matches may not always be possible due to the limitations of the material.

FONTS: Outline fonts if possible or include both screen and printer fonts.

FILES: Save all files in an editable format. Include all support files. Only send files needed for production. Save each layout as its own file. Include a proof of the final layout.

PROGRAMS: Illustrator, PhotoShop, InDesign.



Questions? Call Kathy Thayer 800-782-6222 or 262-782-6000