

3) Digital data supplied

In this case, your images and text are prepared on your own premises' by your graphic artist or a reprographics agency but not put on film. The electronic data are sent to us on some data medium or by ISDN and we output to film.

How you create your document:

- ↳ We prefer to take MAC files but can work with PC files, although additional costs may be incurred.
- ↳ The document must be provided with trim marks for the desired final format and a 3mm-wide all-round trim edge.
- ↳ Programs: we use Quark XPress. If you use a different program (In-Design, Freehand, Illustrator), create in this program an EPS which we can place in to our files.
- ↳ Other programs such as Microsoft Word are acceptable but additional costs may be incurred.
- ↳ Images: CMYK or greyscale (Tiff, EPS, not JPEG EPS, not DCS), resolution 300 dpi, line 800-1200 dpi, no additional channels, white background.
- ↳ Logos: EPS from Illustrator or Freehand, not XPress EPS, colours in CMYK, convert fonts to vectored graphics, supply positioned graphics.
- ↳ Fonts: Please supply all fonts (including standard fonts like Helvetica, Futura etc.), type-1 Postscript fonts, no TrueType fonts or system fonts (Chicago, Courier etc.), convert fonts in EPS files to vectored graphics.
- ↳ Special colours (Pantone colours) must be converted by you to Pantone CMYK colours, unless the special colours are to be printed as supplementary colours (extra charges in print: see page 16). Large black areas may consist of K 100%, C 50%, M 30%, Y 30%.
- ↳ Back of postcard: This is printed in dark grey (similar to Pantone black 3U) but must be created by you in 100% black, unless you specifically require tints.

Data supplied on data medium:

- ↳ Data media: CD, ZIP 100 MB, Optical 230 MB or DVD
- ↳ Send your data to us with your order, data medium, (preferably colour printout of the front and back and a completed "checklist" - see page 21.

Files supply by ISDN:

- ↳ 01223 470800 (4-Sight compatible)
Place files in folder.
Folder-name: comprising
Postcard title_Company_Date
(DD.MM.YY).
Please fax printout of front and back and completed checklist with order to: 01223 420342

Prices:

Film exposure with laser proof	£35
Extra charge if matchprint required	+ £40
New wording on back (brief text)	+ £50
Additional cost if our internet address imprint is omitted from the reverse side - www.alpinaprint.co.uk (does not apply to resellers)	+ £20