

Submission Methods

You can submit artwork to AAM in any of the following methods:

- E-mail - Send as an attachment to artdept@betterline.com with Your Company Name and PO# in the subject line. If you are e-mailing large files, compress them using .zip, .sit, or .pdf files.
- Overnight delivery - Send via FedEx, UPS, Airborne Express, or Express Mail. For ship to address contact customer service. (CD, Zip Disk 250mg for PC, 3.5 floppy PC based, or camera ready artwork)
- Re-orders - Artwork is saved for three years, reference your previous PO or Invoice number.
- Typesetting - Straight line copy only. We will typeset straight line copy of 10 words or less for free. Anything over 10 words requires an additional charge.

Software Requirements

You can submit artwork to AAM in any of the following methods:

WE CAN ACCEPT

- Corel Draw 10.0 or earlier
- Paint Shop Pro 6 or earlier
- Freehand 8.0 or earlier
- Quark Express 4.0 or earlier
- Adobe Illustrator 9.0 or earlier

WE CANNOT ACCEPT

- Word Perfect
- MS Word
- Microsoft Word
- Power Point

For all other software, save the file as an encapsulated postscript (.eps) file. Such files are generally acceptable as long as the file has been exported as an .eps file and not merely renamed as such. For best results, please also follow these additional requirements:

Files & Formats

We can accept any of the files below as long as they are in the software guidelines above.

- .eps (vector art only) - (**Preferred Format**) - .pdf (high resolution)
- .qxd (include image, printer and screen font - do not embed) - .tif (high resolution one color images only)
- .jpeg (high resolution one color images only) - laser camera ready black and white artwork, color separated for multi colors

Additional Requirements:

1. Convert all type to curves, paths, or outlines (vector art). If this is not possible, send in screen and printer fonts used.
2. For multi-color orders, use Pantone spot colors and indicate exact color numbers. Additional charge for colors other than stock.
3. If line screen or dot pattern is used, we need 32 line screen (lpi) with percentages no less than 15% or greater than 45%.
4. Hard copy or faxed copy is required for comparison purposes, so we know what we are looking for when we open e-mailed art. Please specify colors on multi color prints.

For Best Results:

- Do not use fonts smaller than 10 point.
- Keep artwork as simple as possible.
- Please note whether your artwork is sent size or to be sized to maximum image area.
- Resolution should be 300 pixels per inch (600 dpi is lowest accepted for bitmap format).
- Do not use ruled line weights that are under 1.5 point.
- Do not print very small, detailed logos.

Colors

We offer PMS (Pantone Matching System), four color process printing on white or neutral fabric only. Dark fabric may alter the brightness of PMS colors. We require a signed release form for all products printed with white ink on red or cardinal non-nylon fabric. We cannot control the bleed of the dye in the fabric through the white ink. An additional charge of \$.50(T) per item will be charged if a white underlay is requested.

Art Charges

All pricing is based on receiving artwork submitted within the above guidelines. If AAM receives artwork that is questionable you will be contacted immediately by customer service. Additional alterations will be quoted accordingly. Charges are estimated on \$38.50 (T) per hour and a minimum of \$38.50 is charged. See also Imprinting Information & Charges.