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## **Artwork Specifications/Guidelines for Submitting Art to be Printed on Pre-Made Post Print Products**

- Email your art file to: [printedart@nashvillewraps.com](mailto:printedart@nashvillewraps.com)
  - Title your art file: **Your Company Name & Order Number**
  - Email subject line to read: **Artwork Your Company Name & Order Number**
  - **Regular typesetting is free.** (Include the name of the font you want in your art. If we have the font we will type set your information in that font, if we do not have your requested font we will have to use our closest match.)
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- *Please include the name/names of the fonts used in your art. (Without that information, we cannot guarantee you your preferred font if we should need to reset type due to low resolution or pixelated problems. If your raster file (.tiff, .psd) resolution is too low it can look choppy and corners get rounded off. We frequently must reset the type to improve the crispness in printing results.)*
  - **Adobe Illustrator<sup>®</sup> VECTOR ART is the PREFERRED format. eps, ai., pdf. files.**  
Please Send **BLACK & WHITE VECTOR Art. We prefer vector art over raster art files.**  
Customer art files that are Black & White Vector art will not incur art charges.  
If Vector art is in color, we can convert the file to black & white, depending on its complexity.  
Complex Multiple Color files can incur an art charges if converting to black & white is too time consuming.  
**Please convert all text into outlines/curves/paths, or your fonts may default to a completely different font.**
  - **Adobe Photoshop<sup>®</sup> tiff., psd.** (raster graphics image or bitmap image, comprised of pixels). Please flatten image to reduce file size. We will accept: **.psd, .tif files.** Raster files are always converted to black & white vector and may incur an art charge due to the extra time and work involved in cleaning it up and converting it to vector.  
Raster files must be **solid black & white** and at least have a resolution of 600 dpi, and be at least 6" wide.  
We cannot enlarge art more than 150% without losing clarity around edges of a raster file (tif, psd,.). They become very pixelized and usually cannot be used due to loss of sharpness/crispness . Do not send .png, .jpg or .gif files.
  - **NOTE:** Art files not meeting our Artwork Specifications could incur an additional art charge.  
Minimum \$50 and up to \$90 per hour will be charged for additional work.
  - Please be prepared and be specific on the information you want printed on your printed products when you place your order. Extensive customer design changes (from your original instructions) can incur art charges.  
One minor art change is complimentary. The minimum charge for any alterations after that will be \$25 and up to \$90 per hour for each revision and a possible extra 3 to 5 day delay in getting the art ready to print.
  - **NOTE:** There are limitations to post print. (Hot Stamp or Ink Print on pre-made products) Logos or art with tiny type, fine details, reversed or heavy coverage may fill in. Please do not send art with overlapping images, no shading with screens or gradients, fine lines less than 1 point, or large solid areas. Large solid areas can flake or look spotty. We recommend against "reversed areas in the art". Small type or art within the reversed area will most likely fill in.
  - Not Acceptable Art Formats: Business cards, faxed copies, previously printed paper bags or products, poorly scanned art, photographs of your art. We reserve the right to refuse artwork.
  - Minimum line width: 1.5 points
  - Minimum small text sizes: (10 pt ink print) (14 point hot stamp).
  - For art with one or more Spot Colors. Registration of separate colors cannot be maintained.  
Artwork positions on post printed bags may vary slightly from 1/8" to 1/4" due to manual feeding.  
Post Print Ink Print & Hot Stamping bags are done by hand.

***Custom printed merchandise is not refundable or returnable for credit.***

***We strive to insure the end result is as accurate as possible. We may suggest changes or alternatives if we believe it is necessary to improve the outcome of the print quality.***

***If you have questions concerning our artwork requirements, please email to [printedart@nashvillewraps.com](mailto:printedart@nashvillewraps.com).***

***A reply will be sent within 24-48 hours.***