

The Best In Oral Care

ORAMAAX[®]

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Find us on the web at: www.flosscard.com

FLOSSCARD[®] ART REQUIREMENTS

Art Requirements

The artwork you send must be in an acceptable digital format.

PC format is preferred. To avoid art charges, send only **vector** files such as .cdr, .ai or .eps as opposed to raster files such as .psd, .tif, .bmp, .jpg, or .png.

SPECIAL NOTE:

All vector files should have any text converted to curves or outlines.

Mac files MUST have all text converted to outlines and saved as an .eps.

PC files such as .cdr, .ai or .eps MUST have all fonts converted to curves.

Raster/bitmap files such as .jpg, .psd, .tif, .bmp or .png must be **300 dpi or higher**.

Please note: If sending a pdf file, all fonts still need to be converted to curves or outlines.

The Following Artwork is NOT Acceptable

Art embedded in MS Word is low quality and NOT acceptable.

Photographs, slides, transparencies, low resolution laser printed artwork at less than 1200 dpi, photocopies, faxed art, letterheads, and business cards can only be used for reference.

Low resolution files from the web are NOT acceptable quality for printing.

Other art that needs to be touched-up or traced may incur an additional charge.

Acceptable Software

Adobe Illustrator, Corel Draw or PhotoShop. Please read above for file types and text requirements. **Vector EPS format files provide superior reproduction quality allowing images to be resized with no loss of sharpness or detail.**

Spot Color File Format (one or two color only)

All colors should be converted from RGB and CMYK to **PMS spot colors**. Artwork should be marked with or sent in **PMS** (pantone matching) color format. Pantone Color Matching is the standard for ordering ink.

Please note that for two color artwork, we cannot do close color registration.

The "float" between colors can be as much as 1mm (.040 in) in any direction.

Please E-mail your Artwork to: oramaax@flosscard.com

Please include contact information.

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