

Supplying files for positive results

Files can be supplied on DVD, CD or memory stick to at+m integrated marketing, 150 Cimitiere St, Launceston (PO Box 1489) TAS 7250, or emailed to:- info@atmmarketing.com.au if under 10 megabytes. Larger files may be uploaded to our ftp site - please call 03) 6334 3577 for instructions on how to do this.

Files for commercial printing

We pride ourselves on producing some of the best work available but to achieve this we need a little help from you. When you supply files such as pictures and text they need to suit our production processes as closely as possible. We make every effort to accommodate your every need but correct file supply will avoid additional cost and save time.

Supplying content to create artwork

- Text and tables to be supplied in digital format (word, excel, rtf or email) as active text.
- Photographs to be supplied in digital format. Tiff, psd or jpg formats are preferred and ideally would be 300dpi at 100% printed size. For banners and large format printing 100dpi at 100% is sufficient.
- If possible logos should be supplied as vector based eps files, however 300dpi at 100% printed size in tiff, psd or jpg formats is also acceptable.

Print ready artwork in PDF format

- at+m integrated marketing prefer files to be supplied as print ready PDFs with:
 - fonts embedded or outlined
 - images at high resolution (300dpi) cmyk colour space (not rgb) or PMS spot colours if required
 - trim marks and 3mm bleed

Supply in other programs

- Digital files are also acceptable if produced in Adobe Creative Suite 3 programs or Quark. When artwork is supplied in other formats you may incur additional costs. Please call 03) 6334 3577 to discuss your requirements.
- Placed image files should always be supplied. They must be cmyk and will ideally be 300dpi at 100%.
- Supply all fonts used. Our pre-press system is Mac based so PC fonts will not be compatible, please outline fonts in this instance.

- Allow a 3mm bleed on all artwork where colour or images need to go to the edge of the printed page.
- A colour proof should be supplied with the artwork. Please note that this proof is for content only - the colours on the final printed product will almost certainly vary from your proof due to the process of off-set printing. Press proofing can be accommodated by prior arrangement.

Files for website content

Supplying text

- Digital format in either Word, plain text or via email is acceptable.

Photographs and images

- Digital format in JPG, tiff or directly from your camera memory card.
- Image size should be a minimum of 72 dpi at the final size it is to appear. Images from movie cameras or mobile phones are generally not acceptable.
- The following graphic formats are also acceptable: GIF, PNG, EPS, AI, PSD and WMF.
- We can scan your original photos at an additional cost.

Video

- The following file formats are acceptable: DVD, AVI, QuickTime.
- Supported codecs include MPEG4 variants (DivX, XviD, H.264, WMV9 and MPEG 1 and 2 (Call us).
- Please specify the start and end time of the clips provided.
- Generally 320 pixels wide by 240 pixels high at a frame rate of 15 per second in the minimum size.
- Video capture from DVD and VHS can be performed at additional cost.

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