

Custom Calendar Digital File Requirements

LOGO ONLY (Option 1):

- Elements must be 100% in size
- Line art (drawings, logos, etc.) must be vector EPS or high resolution (1200dpi) 1-bit Tiff
- PMS color of your choice

AD PAGE, PHOTOGRAPHY, CAPTIONS, NOTED DATES (Options 2 and 3):

- **Trim:** 13"W x 10.5"D (must include 1/8" bleed on all sides for a total size of 13.25"W x 10.75"D)
- **Colors:** 4/color CMYK (standard SWOP inks and densities)
- **Digital file formats:** PDF, Quark XPress 6.0 or later (Mac-based preferred)
- **Media:** CD-Rom; DVD-Rom; Electronic file transmission available
- **Proof:** A color proof must be submitted with the electronic file
- **Digital Art:**
 - Elements must be 100% in size
 - Line art (drawings, logos, etc.) must be vector EPS or high resolution (1200dpi) 1-bit TIF
 - Photos must be in high resolution (300dpi) CMYK TIF, EPS, JPG, or PSD
 - All art must be CMYK or grayscale
- **Desktop Instructions:**
 - Use stylized fonts; do not apply style attributes to basic fonts
 - For submission of native files (i.e., QuarkXpress), send collected files that include all fonts, images, logos/artwork, etc.
 - For submission of PDF files, ensure that all fonts and images are embedded.
 - Do not nest .eps files within .eps files
 - Pantone colors must be converted to CMYK mode
 - All images/scans must be in CMYK mode
- **Text Files for Captions:**
 - Maximum 100 words per caption/per month
 - Text must be typed and worded exactly as it should appear in the calendar
 - Text must be in ASCII or Microsoft Word format

SUBMIT ALL MATERIALS TO:

Willow Creek Press
Attn: Art Dept., Custom Calendars
9931 Hwy 70 West
Minocqua, WI 54548
Ph 715-358-7010/Fax 715-358-2807

Please include the following information with all submissions of materials: company name, mailing address, contact name, email address, and contact phone number.