

ART SPECS



435-E EAST DIAMOND AVE, GAITHERSBURG, MD 20877

T: 301.869.7800

TF: (888) 530.0370

F: 301.869.0626

WWW.SONICPROMOS.COM

INFO@SONICPROMOS.COM

HELP ME, HELP YOU



For the fastest, most accurate service and best art reproduction, we require VECTOR-based .eps file originally created in a program like Corel Draw (.cdr) or Illustrator (.ai).

WHATS A VECTOR, YOU ASK?



Open your file and start zooming in. In a VECTOR-based image, the lines and text stay clean and defined no matter how big (or small) the art is.



When you zoom in on a BITMAP-based image, the lines turn into a series of squares (pixels). This type is most commonly used for websites (gifs and jpgs) and for four-color

DONT FORGET!

Convert all text to outlines or include any fonts before sending the art to us. Saving a JPG, TIFF, BMP or GIF file(s) as an EPS will NOT convert your image into vector-ready artwork.

FILES CAN BE TRICKY.

Unfortunately we can't use the following:

Powerpoint presentations (.PPT) | Graphics from websites (.GIF and .JPG) | Microsoft Word (.DOC) | Microsoft Publisher Files (.PUB)

Those files are all you have? No worries! We can recreate artwork for an additional charge.

TAKE A CLOSER LOOK

SONIC
promos



VECTORFILE



IMAGE AT 100 DPI



Same file enlarged



Converted to B&W



Color Swapping

SENDING THE GOODS



- Email files directly to your sales representative and/or to art department at **art@sonicpromos.com**.
- Files over 2MB should be sent in a compressed format (.zip, .rar or .sit). PLEASE avoid using self-extracting files since our virus protection program flags and deletes these types of files as potentially damaging.
- Most files over 5MB are blocked by most internet service providers. Online services such as **www.yousendit.com** provide free large file transfers.
- We can accept most forms of media; 3.5" floppy disks, CD, DVD, or USB memory.

THE FINE PRINT



IN ORDER TO EXPEDITE YOUR ORDER, WE ASK THAT ALL ARTWORK BE PROVIDED TO SONICPROMOS ELECTRONICALLY AND FORMATTED AS NOTED.

The specifications are based on the promotional product industry standards and should be familiar to your graphic designer. We will resize your artwork to fit the product's imprint area specification for no charge. If you don't have artwork that meets the specifications below, our graphic designers are able to take whatever you have (including the proverbial "napkin" design) and turn it into beautiful electronic artwork suitable for your current needs and future projects with Sonic. Send us whatever file(s) or ideas you have and we will give you a quote.

A credit card is **required** for new clients when starting on any new art job.

OUR GRAPHIC DESIGN RATES ARE \$75/HOUR.

You will automatically be charged when your first proof is sent to you.

**OUR GOAL IS TO MAKE SURE THAT YOUR PROJECT TURNS OUT AS PERFECT AS YOU IMAGINED IT.
PLEASE CALL US IF YOU HAVE ANY QUESTIONS.**