McCRACKEN LABEL CO.

773-581-8860   Toll Free 1-800-331-8759

E-mail Art To:
Mcart@mccrackenlabel.com
or
Mail Art To:
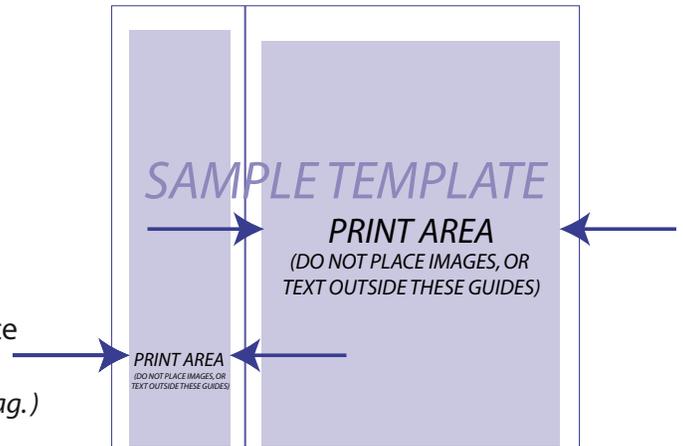5303 South Keeler Ave. • Chicago, Illinois 60632

Advertisement Bag Specifications

ACCEPTABLE PROGRAM APPLICATIONS:

• **Adobe InDesign®**
• **Adobe Illustrator® CS2**
• **Adobe PageMaker®**
• **Quark Xpress®**

SAMPLE TEMPLATE
PRINT AREA
(DO NOT PLACE IMAGES, OR TEXT OUTSIDE THESE GUIDES)

PRINT AREA
(DO NOT PLACE IMAGES, OR TEXT OUTSIDE THESE GUIDES)

TEMPLATES:

When submitting an Ad bag file please use the appropriate bag template provided by McCracken Label Co.
(Please follow the inner guides to ensure proper printing of your bag.)
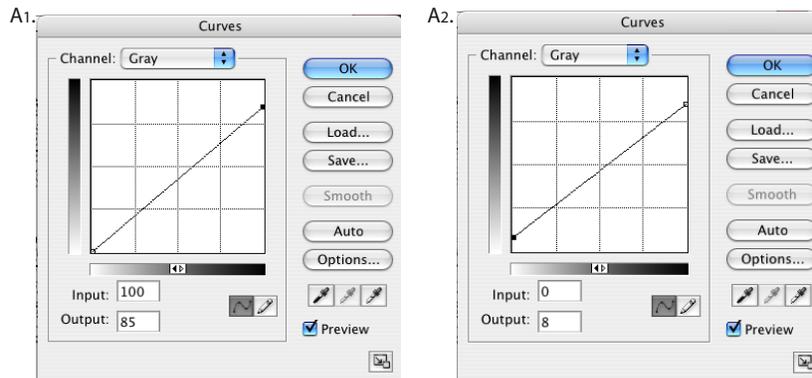
OUTLINES(CURVES) AND FONTS:

There are two ways to ensure that the text on your bag prints properly. If you are using a program like **Adobe Illustrator CS2® o**r **Adobe Indesign® then create outlines.** If you are using programs like **Quark Xpress® or Adobe Pagemaker® then include Postscript and TrueType fonts** when you send your document.

IMAGES:

Please be sure that you include all linked images/photos. All images/photos should be at 300 dpi, if they are going to be scaled. If they aren't going to be scaled then 150 dpi is the least that they can be. Please be sure Tiff and Jpeg files/ images are grayscaled, so that there aren't any color separation problems when you bring them into: Indesign, Illustrator CS2, Quark, or Pagemaker. **Eps files do not need to be grayscaled.   Eps files may be color separated in Adobe Illustrator®.**

GRAYSCALE PHOTOGRAPHS:

To ensure that your bag photos print correctly please make sure photo levels are between, 8 and 85 percent black. You can check these levels, by using the eyedropper tool while looking at the info palette in Adobe® Photoshop. If the photos are not at the correct levels, then use the Curves option (A$_1$ & A$_2$) to correct it.

A$_1$.

Curves
Channel: Gray
OK
Cancel
Load...
Save...
Smooth
Auto
Options...
Input: 100
Output: 85
☑ Preview

A$_2$.

Curves
Channel: Gray
OK
Cancel
Load...
Save...
Smooth
Auto
Options...
Input: 0
Output: 8
☑ Preview

PROOFS:

Please either E-mail a pdf proof, or mail color proof of your bag along with the files you submit.