

# GB-General Information

**Preferred Artwork Submission Procedure:** Please e-mail art files as attachments to artwork@CEShoppes.com. Put your company name and order number in the subject line. To ensure the accuracy of e-mailed artwork, submit .jpg or PDF copy along with your e-mailed art. The art department is not responsible for poor-quality, unreadable artwork or improperly saved files. Artwork will be screened and you will be contacted with art file and/or printing issues. Failure to respond in a timely manner to artwork issues will affect production and delivery schedules.

**Acceptable File Formats:** AI, .EPS, .CDR, & .PDF, Fonts must be converted to outlines.

**Art Charges:** We offer artwork re-creation services for those who cannot provide high quality or vector art files. Recreations cost \$35.00 per file. This will cover 99% of the artwork submitted. Some multi-color artwork and/or extremely complex designs can incur additional charges of \$60.00/ hour. We will contact you for approval if charges above the \$35.00 will be needed. *Some low-resolution and very poor quality files cannot be successfully recreated.*

**Typesetting:** The art department can typeset straight-line copy with our available fonts at no charge. If we do not have a requested font we will typeset in a similar font style (See font chart below).

**Proofs:** Proofs cost \$10.00 and must be requested in writing on the order. *Relative size, color, and placement are for general reference only and are not intended to be an exact depiction of the final product.* Please check spelling, phone numbers, and layout and product information. Proof revisions will be \$10.00 each if more than one is required. Galactic Fun Time Line, nor CEShoppes® will be held responsible for final products with proof approvals containing any errors other than print quality or product defect. It is important to approve image and/or product proofs as soon as possible to meet the delivery dates. *If approvals are delayed, rush charges and/or expedited freight may be required at the customer's expense to meet a specific delivery date.* If a proof has been approved and sent to production and artwork changes are requested there will be a charge of \$50.00 to have the order pulled from production and delays in delivery may occur.

**Cancellations:** If proof has been provided, all cancellations will incur a \$50 charge, plus a charge for any work that has occurred up to that point. This includes charges for proofs, artwork clean-up / creation and set up fees.

**Virtual Samples:** A virtual sample can be requested by e-mailing CustomerService@CEShoppes.com. *The first Virtual Sample is FREE. Additional virtual samples are \$5.00 each (This includes changes and revisions to the original virtual sample. – Virtuals can be provide on up to 3 different Ornaments if included in your first request – After first request others will be treated as changes or revisions and will be charged at \$5.00 each.)* On most all of our products you can do your own virtual sample by clicking on the “Global Search” and finding the product. *Virtuals you do yourself are free.* The art requirements above do apply. Issues with art will delay the virtual sample. Please note in the body of the e-mail which product, product color and ink color to expedite your request properly. Artwork must be re-submitted if the virtual sample becomes an actual order. We do not keep virtual samples on file. VIRTUAL SAMPLES ARE NOT PROOFS AND ARE NOT INTENDED TO BE USED AS PROOFS.

**Multicolor Artwork:** We must have vector art files for all pad printed multicolor designs. The proper PMS imprint colors should be part of the art file or clearly stated on the purchase order. Raster artwork may be used for full color process printing, but must be at least 300 DPI when art is at actual size.

**Color Registration:** Due to our printing process, each color will shift during production. No two products will print exactly alike. We can trap and overprint depending on the product and ink colors. Sun catcher's artwork can shift 1/16"-1/8" in any direction. **Pad printed items such as ornaments can shift 1/16"-1/8" in any**

**direction.**

**Layout:** Maximum imprint areas may vary and artwork sizes adjusted accordingly. Artwork layout affects imprint size & clarity. **All artwork is set to max imprint size unless otherwise specified on the artwork or purchase order.** Artwork will be printed as received and the layout will not be altered unless specific, detailed instructions are placed on the order. Utilizing more of the imprint area will produce larger imprints. Please see below as an example. See below for examples of how the layout can affect the utilization of the maximum imprint areas. **You cannot print outside of the maximum imprint area.**



**Stock Fonts:**

**Sans Serif Selection**

Arial  
AvantGarde  
Berlin Sans  
COLLEGE  
Compacta  
Dom Casual  
Eras Bold ITC  
Eurostile  
Futura  
Gill Sans  
Helvetica  
Humanist  
Impact  
Kabel  
Lucida Sans  
Optima  
Swiss  
Tahoma  
Zurich

**Serif Selection**

Aldine401 BT  
Bell  
Benguiat  
Bodoni  
CASTELLAR  
Century  
Clarendon  
Cooper Black  
Elephant  
Garamond  
GeoSlab709 Xbd BT  
Goudy  
Korinna BT  
Palantino  
Postino  
Souvenir  
Spumoni LP  
Times New Roman  
Windsor BT

**Script Selection**

Amazone  
Brody  
Brush Script  
Edwardian Script  
Freestyle Script  
Mistral  
Murray Hill  
Park Avenue  
Rage Klairic  
Ribbon 131  
Script MS  
Snell  
Tivaldi

**Decorative Selection**

AdLib  
Bauhaus  
Broadway  
CheapFire  
CityDEEhol  
ComicSans  
CurlyMT  
GODYSTOUT  
HoboBT  
Jester  
Kids  
PRINCETOWN SOLID  
Ravie  
UniversityRoman  
Zap-Chance