

Art Requirements



In keeping with our commitment to deliver the quality products you expect from The Cawley Company, it is important to begin with high quality artwork. Please follow the guidelines provided below. It is very helpful to provide us with a printed copy of your logo as well as PMS colors. Your graphic designer or ad agency can provide you with this.

SAVING ARTWORK:

We use PC Platform computers.

We WILL accept:

Encapsulated Post Script (EPS)
CorelDRAW up to version 12 (CDR)
Adobe Illustrator up to version 11 (EPS or AI) converted to curves
Adobe Photoshop up to version 7 (PSD)
High Resolution JPEG (300 dpi)
PDF files
Windows Metafile (WMF)
MAC files converted to EPS files for PC with fonts converted to curves

We DO NOT accept:

Microsoft Publisher
Microsoft Word Documents
Microsoft Office
Quark Express
Files compressed with Stuffit
Low Resolution JPEG files
MAC files not converted to PC
Images copied from your web page

IMPORTANT: Artwork or pictures copied from your web page **WILL NOT** work, the image may appear small on the screen but the images are very low resolution and cannot be used for final production.

SENDING DIGITAL ARTWORK:

- Choice 1: email it to the address below. Please note to compress your file if larger than 5 megabytes with PKZIP or WINZIP.
- Choice 2: Send a CD ROM
- Choice 3: Send a Zip Disc
- Choice 4: Post to our ftp site. The back of this sheet has simple instructions on how to do this. This is very useful for artwork larger than 5 megabytes.

Upon receiving your artwork, we will email or fax proofs with designs for your review. After we have approval of the proof, the job will be processed and placed into production. Please send your artwork to the attention of your Account Executive or Sales Associate at:

The Cawley Company
1544 North Eighth Street
Manitowoc, WI 54221-2110

email:
info@thecawleyco.com

QUESTIONS?

Call 1-800-822-9539 and ask for your Account Executive, Sales Associate or Shari in the Art Department.

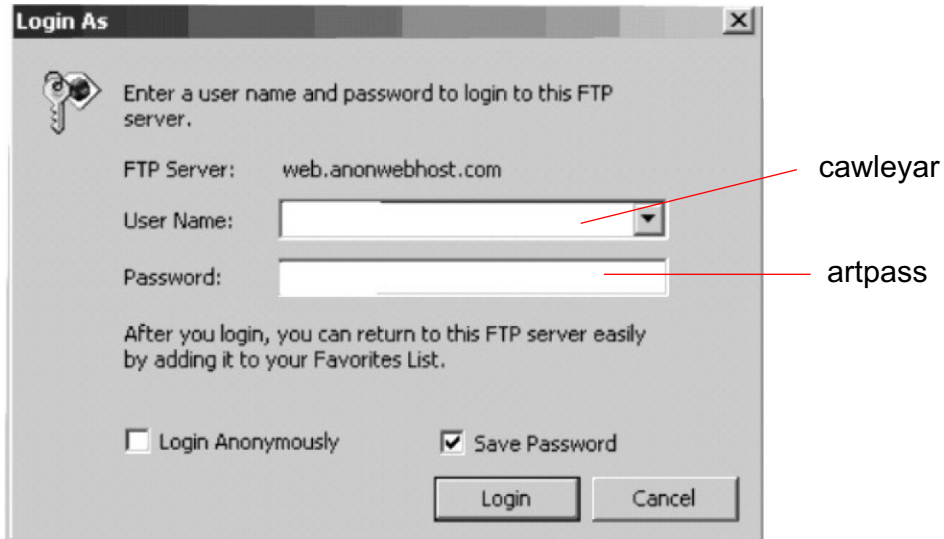
ftp site Instructions



Choice 4: Post to our ftp site.

Type in ftp://web.anonwebhost.com in your web address bar at top.
Go to the file tab on the top menu bar. Select Login As (you will get a pop up like shown below).

Enter in the User Name: cawleyar
Password: artpass (make sure to enter all information in lower case letters).



Your screen should look like the graphic shown below. Simply drag and drop your file into the folder, or copy and paste your file into the site. Please let your account executive or sales assistant know that you have saved your artwork on our site.

