Coast Label Company Prepress Department

Coast Label Company's pre-press department is staffed with experienced people along with state- of-the-art software and equipment to prepare your art for printing. A preliminary review (consultation) of your designs by our prepress experts, before a quote is generated, often can save valuable time and minimize costs. We are always prepared to answer any questions you may have regarding your design. For any questions call us at (800) 995-0483 or email us directly at prepress@coastlabel.com

Preparing Art for Submission

- **Color**: Depending on printing process, art can be submitted as process (CMYK) or spot PMS colors.
- **Text**: All text needs to be converted to outlines to prevent character or font substitution. If you do not have this capability you must provide the fonts with your files.
- **Font Size**: We recommend fonts to be 4pt. or larger for positive text printing and 5.5pt bold for reverse text printing.   For sizes of 4 pt. to 7 pt. we recommend sansserif fonts. There are cases where serif fonts can be used, as fonts vary widely.   Consult our prepress department if you have any questions.
- **Rule Line**: Rule lines should be no thinner than .35pt. for positive printing and .75 pt. for reverse printing.
- **Linked Graphics**: If there are any graphics linked, please provide them separately.
- **Resolution**: A minimum resolution of 300 dpi is required, since lower formats will result in poor quality reproduction.
- **Print Ready Format**: Artwork should be provided in one of the following print ready formats: Adobe Illustrator (.ai), Adobe Portable Document File (.pdf), Encapsulated Postscript (.eps) or InDesign.
- **Reverse 4cp Art Files**: Avoid process builds of less than 12 pt. As fonts vary widely, there are cases where less than 12 pt. will be acceptable. Material facestock and font selection play a critical role in whether a smaller font will print legibly. Please consult with your customer service representative for guidance if you need a smaller font.
- **Screens/Gradients**: Screens may range from 100% to a minimum of 2%. Any values that run below 2% may not reproduce correctly and the quality of the printing will be compromised.
- **Bleeds**: Elements that extend beyond the die line (bleeds) should extend a minimum of .0625" beyond the die line.
- **Image Area**: All elements need to maintain a 1/16" margin inside the die line, unless it is an intentional bleed.

Submitting Artwork

The easiest and fastest way to send your files is as an email attachment. Files that are too large to email can be uploaded to our FTP site. Contact your Account Services Representative for FTP (File Transfer Protocol) instructions.

When submitting artwork, please include:

- File name
- Part number associated with the art file
- All Fonts used in the document
- Files too large to email can be uploaded to ftp.coastlabel.com, please call for a username and password.
- For artwork uploaded onto a third party FTP, please include file location and a username & password so that we can access the art file(s).

Questions or need additional info? We are here to help! Please contact our prepress department by email: prepress@coastlabel.com or phone: (800)995-0483.