

# TIPS *Quark 4* for MACINTOSH

1. Quark Xpress templates can be downloaded at the following link:  
[www.artistdevelopment.com/templates.html](http://www.artistdevelopment.com/templates.html)
2. Please DO NOT alter these templates in any way, they were created according to the specifications of our manufacturing plant.
3. Be sure to include ALL IMAGES and FONTS along with the Quark document. Check under "Utilities" "usage" in Quark document to make sure status is OK.
4. If the font you are using is a TYPE 1 font, make sure to include both the SCREEN FONT and the PRINTER FONT with your file. TRUE TYPE fonts contain both the screen font and printer font in one file. Please DO NOT USE Multiple Master Fonts. They cause problems during the printing process. If the font you are using has "MM" in its name, please choose a different font.
5. DO NOT use MENU STYLE FONTS. This refers to making a font bold, italicized etc by using the STYLE menu in Quark. This results in unwanted Font replacement.
6. Resolution of all included images should be at 300 dpi at ACTUAL SIZE. Low resolution files will not render correctly during the printing process. Do not use LZW compression when saving images.
7. All images should be in CMYK color mode. (Cyan, Magenta, Yellow and Black) Please do not submit files in RGB. (Red, Green, Blue) There is a color shift when images are converted from RGB to CMYK and your files may look different following conversion. ADA cannot be held responsible for color differences if files are submitted in RGB
8. Included images should be TIFF, EPS or BITMAP formats. Please DO NOT send Jpegs, Gifs or Picts.
9. All placed images should have a background fill of white (do not use a fill of none) unless the image is an EPS with a clipping path or a bitmap.
10. Make sure to pull your design at least 1/8 inch beyond the crop marks for bleed. To avoid cropping any important items, set text and non-bleed images 3/16 inch in from crop mark.
11. Be sure to proofread and check all of your work before submitting your Files.
12. Download the ADA Order Form, General Terms and Licensing Form at this link. Please include these forms with your artwork . <http://www.artistdevelopment.com/forms/adaorderform.pdf>
13. Submit files to ADA on ZIP disk, Jaz Disk, CDR or Floppy.



# TIPS *On-Cd* for MACINTOSH

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- Please use the templates found at the link below. Quark Xpress templates are provided as well as Illustrator EPS templates which can be used for Illustrator, Photoshop and Pagemaker.  
[www.artistdevelopment.com/duplication/templates.html](http://www.artistdevelopment.com/duplication/templates.html)
- Please DO NOT alter these templates in any way, they were created according to the specifications of our manufacturing plant.
- ALL COLORS (including Black and White) count as colors. The CD is Silver. Two color on cd printing is standard is all ADA pricing. Call us for pricing on additional colors
- ON CD printing is a silk screening process where ink is actually applied to the surface. Keep in mind that extremely small images or text may fill in. Keep this in mind as well when choosing fonts. Vector based fonts work best as opposed to pixel based type.
- All areas showing white in your design will knock out to the silver of the CD unless otherwise noted.

