

# GENERAL INFORMATION

In the retail business, advertising is a huge part of success. Cipaco, City Paper's printing department, can customize any paper or translucent bag to fit your budget. Just choose a bag color, size and imprint color and let us do the rest. It's that easy! Quality and Value from one place! Provide us with your logo or our art department can create a logo to fit the image you are looking for!

## ART REQUIREMENTS

### GOOD File Types: (Vector) PDF, EPS & Ai

These are the preferred file types for submitted art. In addition to being of superior quality, these file types are much easier to manipulate and will save valuable time for the art department and save money for you.

### BAD File Types: (Raster) TIF, JPG, BMP, PSD, GIF, TGA or PNG

These files are raster based and must be converted in order to be used. Almost all scans, pictures from the internet and photographs are like this and need to be converted for printing. If art is sent in this form it will cost you extra money to have it converted to the proper vector based file.

WHY does it matter what file type?

It is very important because professional printers can only use good (vector) art in order to ensure quality printing jobs.

WHY is Vector better than Raster?

Vector files are based on complex formulas that display the shapes or the art. Because of this the files are resolution independent. That means that the art can be enlarged to the desired size without losing definition or sharpness. Raster files on the other hand are pixel based and degrade in quality the bigger they get. It's a lot like looking at a photograph with a magnifying glass up close, the closer you look, the less you can recognize.

## FONTS!

If you know the font or fonts in your art please make a note of it and let us know! Please provide these fonts with your artwork or better yet, convert all fonts to outlines when possible.

### A Successful Bag ...

- A. Fulfills a commodity purpose for carrying items from a store.
- B. Acts as advertising - the average reuse on a twisted paper handle shopping bag can be three times.
- C. Can relay a message of quality, style and brand.
- D. Creates a lasting impression.

### Imprint Area

Use this convenient chart to estimate approximate imprint area on your bag.

