

**Credit Application**

Please fill out the form completely. Print, sign and fax the form to 937-233-9382. Thank you.

Applicant's Name: Phone Number: ( )

Address: Fax Number: ( )

City: State: Zip Code:

Billing Address:

City: State: Zip Code:

Business Start Date: Federal Tax Identification Number:

**AMOUNT OF CREDIT REQUESTED:**

Type of Business (check one): Corporation Division Partnership Sole Proprietorship

Subsidiary of

State of Incorporation: Date Incorporated:

**OFFICERS AND/OR PRINCIPALS**

Name: Title: Name:

**CREDIT REFERENCES - LIST THREE SUPPLIERS WITH WHOM YOU HAVE CREDIT**

Name: Phone Number: Fax Number:

Contact: Name: Phone Number: Fax Number:

Contact: Name: Phone Number: Fax Number:

Contact:

**BANK REFERENCE**

Name: Phone Number: Fax Number:

Account Number: Account Officer:

AMOUNT OF OPENING ORDER: \$ EXPECTED ANNUAL PURCHASES: \$

All information contained in this credit application is true and accurate and is furnished to Hooven-Dayton Corporation in order to induce Hooven-Dayton Corporation to grant credit to the Applicant. Applicant authorizes Hooven-Dayton Corporation to obtain credit and financial information concerning Applicant at any time from any source, and agrees to hold harmless Hooven-Dayton Corporation against any claims for so doing.

Signature of Applicant Date:

Print Name Title:

## Artwork Preparation Checklist

### Checklist for Submitting Electronic Artwork to HDC

If you have any questions about creating, saving, or sending your artwork, please call us at (800) 621-9291 or (937) 233-4473 in Dayton, Ohio.

When preparing and sending electronic artwork to HDC, use the checklist below to save time, keep costs down and ensure that your design will print optimally on our presses.

### How to Prepare and Submit Artwork files for Flexographic Printing

#### File Structure

- Include all fonts files used in your document.
- Include all placed images separately as linked files.
- Include an Acrobat pdf version as a reference. A hard copy printout is also recommended.
- The final die cut size of the art should be drawn on the art. Art elements that go to the edge of the dieline should be extended 1/16" beyond this dieline. Keep text elements within 1/16" of the edge of the dieline.
- Preferred file type is Adobe Illustrator. Files created in InDesign, Quark Xpress, Photoshop and FreeHand are also acceptable but often require extra time and art charges. Avoid submitting files created in PageMaker, Word or Excel.

#### Barcodes

- The minimum clear area for a retail UPC is 1.25" x .5".
- Call Hooven-Dayton if you are planning on using a barcode in a color other than black on a white background. Certain bar and background colors cannot be read by scanners.

#### Image files

- Avoid bitmapped, PICT and paint files and images taken from the web. The resolution of these images is usually too low to print well.
- Images should be 300dpi, saved in CMYK format and placed at 100% into your document. Line art should be scanned at 1200dpi.
- Provide original layered (not flattened) Photoshop files if possible. Do not embed images into your file.
- Minimum dot percentage in images and gradations is 3%. Avoid images with light areas below 3%. At that point a hard line appears. Avoid gradations that fade to 0%.

#### Text

- Minimum point size for positive text is 3 point for serif and 4 point for san serif. Make sure TM, ©, and ® marks are bold enough to print clearly. Minimum line weight is .005" which applies to text elements as well.
- Minimum point size for reverse (white) text is 5 point for serif and 6 point for san serif.
- Avoid using reverse (white) text over images unless the text is surrounded by a black outline at least .01" thick. Otherwise registration limitations will produce fuzzy text.
- Convert all text to outlines unless fonts are provided. Remember that outlined text cannot be edited at a later time.

#### Colors

- There are a maximum of 10 colors including flood colors and varnishes.
- Eliminate all unused colors in your document.
- Specify spot colors using PMS numbers rather than "red" or "blue".
- It is important to create text and thin art elements out of single colors. Otherwise, these elements will print fuzzy due to slight registration movement.
- Avoid designing areas of heavy ink coverage and delicate screens areas together in the same color: Often, the solution is to use two separate plates printing different areas of the same color to better control the colors.

### How to Prepare and Submit Artwork files for Digital Printing

#### File Structure

- Include all fonts files used in your document.
- Include all placed images separately as linked files.
- Include an Acrobat pdf version as a reference. A hard copy printout is also recommended.
- The final die cut size of the art should be drawn on the art. Art elements that go to the edge of the dieline should be extended 1/16" beyond this dieline. Keep text elements within 1/16" of the edge of the dieline.
- Preferred file type is Adobe Illustrator. Files created in InDesign, Quark Xpress, Photoshop and FreeHand are also acceptable but often require extra time and art charges. Avoid submitting files created in PageMaker, Word or Excel.

#### Barcodes

- The minimum clear area for a retail UPC is 1.25" x .5".
- Call Hooven-Dayton if you are planning on using a barcode in a color other than black on a white background. Certain bar and background colors cannot be read by scanners.

#### Image files

- Avoid bitmapped, PICT and paint files and images taken from the web. The resolution of these images is usually too low to print well.
- Images should be 300dpi, saved in CMYK format and placed at 100% into your document. Line art should be scanned at 1200dpi.
- Provide original layered (not flattened) Photoshop files if possible.
- Do not embed images into your file.

#### Text

- Minimum point size for positive text is 3 point for serif and 4 point for san serif. Make sure TM, ©, and ® marks are large enough to print clearly.
- Convert all text to outlines unless fonts are provided. Remember that outlined text cannot be edited at a later time.

#### Colors

- The ideal file contains only the four process colors, cyan, magenta, yellow and black, or areas of color created from a combination of these colors. Please see your Hooven-Dayton sales rep about matching particular spot colors.
- Eliminate all unused colors in your document.
- Specify spot colors using PMS numbers rather than "red" or "blue".
- Do not use metallic or fluorescent colors.