



**ELECTRONIC ART** can be emailed to [art@betterlifeline.com](mailto:art@betterlifeline.com) (5MB file) or large files can be uploaded to our FTP site, please call.

**Acceptable Formats:**

- EPS
- AI
- PDF (High-Res)
- PSD
- JPG (600 DPI)
- BMP (600 DPI)
- TIFF (600 DPI)

**Acceptable Programs:**

- Illustrator
- In Design
- Photoshop
- Acrobat

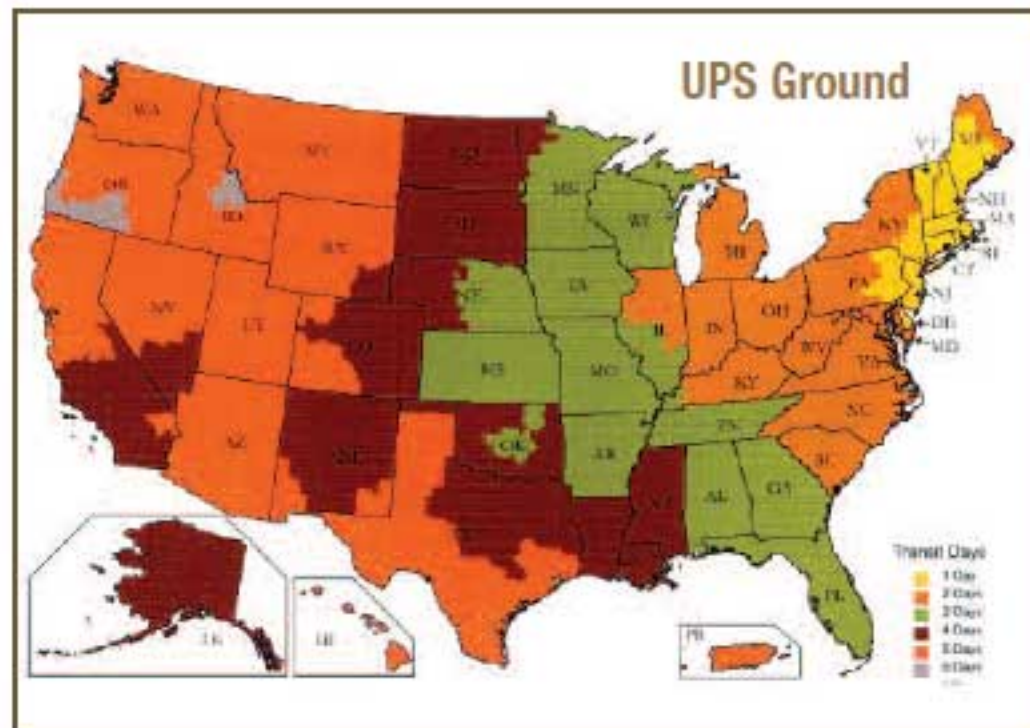
Please convert all fonts to paths or outlines. Art should be in all solid black. We reserve the right to manipulate files to better accommodate our printing process (typeface sizes, line weights, etc.) A fax or email proof will be provided before production at no charge.

**Not Acceptable Formats:**

- GIF
- HTML

**Not Acceptable Programs:**

- Corel Draw
- Flexi Sign
- Powerpoint
- Word, Excel



**CAMERA READY ART** must be at 100% of imprint. Art should be clean, all black (no grayscale), and crisp on a smooth white background. Fine lines and intricate art may lose some detail in the printing process.

**RETURN OF ARTWORK** dies and artwork are kept on file for two years. Original artwork can be returned if stated on your purchase order at time of order.

**ART CHARGES** alterations are charged at \$40(G) minimum per half hour.

Art charges will apply if requirements are not met and any necessary alterations are involved in order to meet production standards. This includes excessive touch-up, rework or clean up.

## Shipping Weights

Weights are approximate and master carton sizes are subject to change.

### Better Life Line Products

- **ATM, Trackers & Planners and Mini Phone Books**  
Master carton 13" x 10" x 8" holds 1,000 pieces – 30 lbs.
- **Key Points**  
Master carton 11-1/4" x 8-3/4" x 12" holds 3,000 pieces – 30 lbs.
- **Mini Pocket Pro**  
Master carton 12" x 9" x 9" holds 500 pieces – 19 lbs.
- **Pocket Sliders**  
Master carton 16-1/4" x 9" x 8" holds 500 pieces – 21 lbs.
- **Pocket Doctors and Pocket Pros**  
Master carton 12" x 9" x 9" holds 350 pieces – 28 lbs.
- **Pocket Calendars & Better Books**  
Master carton 12" x 9-1/2" x 9" holds 400 pieces – 31 lbs.
- **Post Ups**  
Master carton 19" x 12" x 6-1/2" holds 1,800 pieces – 37 lbs.
- **Bookmarks**  
Master carton 11-1/4" x 8-3/4" x 12" holds 3,000 pieces – 31 lbs.

### Coloring Book Action Products

- **Coloring Books**  
Master carton 16-1/4" x 10-3/4" x 9-1/2" holds 350 pieces – 26 lbs.
- **Pocket Posters**  
Master carton 16" x 12" x 12" holds 1,000 pieces – 32 lbs.
- **Action Pak Crayons**  
Master carton 16" x 12" x 12" holds 500 pieces – 37 lbs.
- **Fun Pak Crayons**  
Master carton 16" x 12" x 12" holds 500 pieces – 28 lbs.

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