



SECURITYPOINT MEDIA

# SECURETRAY® ARTWORK GUIDE





## File Submission & General Guidelines

Please use this guide when preparing and submitting artwork files for SecureTray® campaigns. Files that require additional manipulation by the SPM creative department before printing may slow production and delivery schedules.

Our team welcomes the opportunity to retouch, color correct, or manipulate files to your specifications. Additional charges may be applied based on the time required to complete the request. Please feel free to contact us if you have any questions pertaining to the preparation of file(s), or any other assistance.

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## TEMPLATE INSTRUCTIONS

Please follow these updated requirements when working with SecureTray® templates:

1. **Artwork Placement**
  - Place your **high-resolution PDF or Adobe Illustrator artwork with bleed** on **Artboard 1**, in the layer named:  
**"Place Artwork Here"**
2. **Artboard Usage**
  - Do **not** add or remove artboards.
  - **Artboard 1** is used for **printing**
  - **Artboard 2** is used for **proofing** purposes only.
3. **File Count**
  - Submit **only one piece of artwork per file**.
  - Do **not** combine templates or merge artboards from different files.
  - Option to run up to 4 creatives.
4. **Color Usage**
  - CMYK is used unless PMS is specifically required for heavy coverage.
  - For heavy coverage designs, the use of PMS colors is recommended.
5. **Template Layers**
  - **Do not add extra layers**. Use only the layers included in the provided templates.
6. **Fonts & Links**
  - Include all **linked files and fonts** if applicable.
  - **Outlining fonts is highly recommended** to avoid missing font issues.
7. **File Naming Convention**
  - Use the naming structure included in the templates (e.g., XXX-0001\_ST\_IS.ai).
  - Only change the job-specific ID portion (e.g., XXX-0001), and do **not alter the suffix or format**.

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## FILE FORMATTING

- **Image resolution at 100% size:**
  - Line Art: 1200 dpi
  - Greyscale / Halftones: 300 dpi
  - CMYK: 300 dpi
- Convert all **RGB elements to CMYK**



- Avoid excessive image scaling (+/-15%)
- Include all support and reference files
- Keep **live area** 0.125" inside the die-line
- Allow for **0.125" bleed** or a **0.125" white border** outside the die-cut

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## PROOFING & SUBMISSION

- Include a composite proof of the final artwork
- If you would like to send color match proofs; please send to following address:

Imageworks Manufacturing  
Attn: Steven Walisiak  
49 South St.  
Park Forest, IL 60466  
(708)350-6131



## STACKED LIVE AREA

Represents area visible when SecureTrays are stacked on cart. Examples below.



## TRUST TAGS

Microban trust tags identify SecureTrays treated with antimicrobial product protection.

