

1. Always work at 100% scale in Illustrator when possible. Only work at a smaller size if the artboard in Illustrator doesn't support your finished size. If that is the case, use 50% scale as your first option. If that isn't possible, use 25% scale.
2. When saving your Illustrator document, follow these steps to keep the file at a small, manageable size (see DIAGRAM 1):

- A) Be sure that the "Create PDF Compatible File" option is NOT checked as active.
- B) Be sure that the "Include Linked Files" option is NOT checked as active.
- C) Be sure that the "Embed ICC Profiles" option is NOT checked as active.
- D) Finally, always activate the "Use Compression" check box.
- E) Never save your file as EPS or PDF. Supply us with the AI original that is created after following the steps above. NOTE: convert your fonts to outlines!

3. When placing raster images into your Illustrator document, never embed the files. Rather, you should always "link" the images at time of placement. See DIAGRAM 2 for illustration of how to select the "link" option. NOTE: Raster images should be 100ppi at 100% scale.

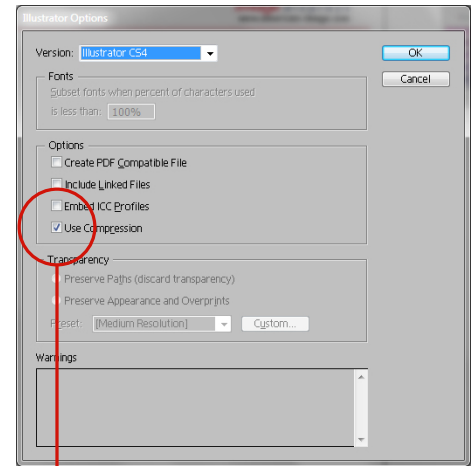
4. Properly placed raster files appear differently from embedded files in your links palette. If a placed image has the square icon beside it (as shown in DIAGRAM 3), you must relink the item as noted in step 3 above.

5. NEVER link raster EPS files. Rather, those items should be saved as Level 12 JPG images (first option) and linked. OR, if Illustrator will not import that format due to large working dimensions, please link the file as a flat PSD.

6. Finally, please do not link vector artwork. Rather, that material should be part of your actual Illustrator file.

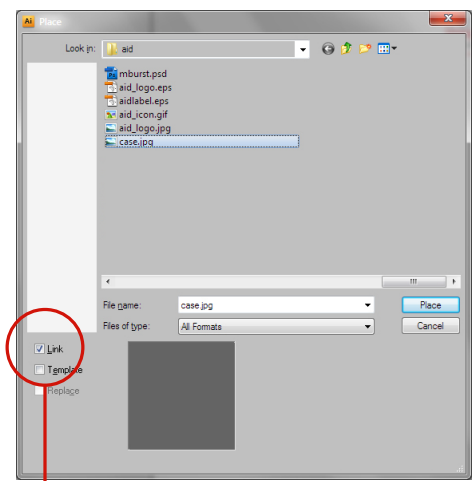
For American Image Displays full graphic requirements and upload instructions, please visit our web site here:  
<https://american-image.com/prepare-upload-your-graphic-files/>

DIAGRAM 1



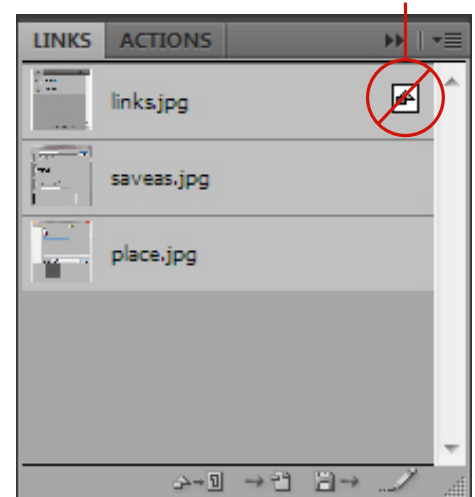
Only the "compression" check box is active

DIAGRAM 2



Properly linking a placed image

DIAGRAM 3



Embedded image instead of "linked" is incorrect