

Electronic Art Processing – Pub COs 0520, 557, 558, and 921

Electronic NYPS art processing is being implemented effective March 2008 via a defined FTP site. The FTP site is a drop and drag location for the CMR community to supply electronic art files including AWT for all Berry Company Pub COs 0520, 557, 558, and 921. *All files will be purged 90 days from receipt on the FTP site.*

FTP Site: <ftp://connect.theberrycompany.com/>

User ID: cmrart

Password: Cmrz_art08

ART PDF File Requirements

- Illustrator files – simply save as a PDF with “Preserve Illustrator Editing Capabilities” checked. Ensure that all images under Compression are set to “Do Not Downsample”.
- Other Program file creation – make sure the output is set for Print (do NOT set to Screen). Keep all elements editable and unflattened.
- The file name for the Art PDF file is to reflect the Artwork ID as supplied on the Artwork Transmittal.
- Art PDF file name requirement, unique to each piece of art and 14 characters in length.
 - Digits 1 thru 3 is CRM number
 - Digits 4 thru 7 is Client number
 - Digits 8-14 alpha numeric (A-Z, 0-9) reflective of the art id #
- Art PDF files received outside of these specs will be queried to the CMR.
- Art files received without the AWT will not be processed and deleted based on the 90 day purge process.
- EPS files will continue to be accepted as defined with the Specifications but must be accompanied by the PDF art file.
- EPS file name is to match the Artwork ID on the Artwork Transmittal as defined above for the PDF art file.

ARTWORK Transmittal Requirements

- The Artwork Transmittal PDF file is to contain the CMR #, directory# and AWT, for example 123999999AWT.pdf
 - Digits 1 thru 3 is the CRM number
 - Digits 4 thru 9 is the Directory number
 - Digits 10-12 alpha characters AWT
- Artwork Transmittal to be supplied for each unique piece of art.
- Artwork Transmittal to be supplied on same day as Art file.
- Art files received without the AWT will not be processed and deleted based on the 90 day purge process.
- PDF files received outside of these specs will be queried to the CMR.

CMR

- CMR to drop their PDF art file and PDF AWT file to the FTP Site. Art PDF files received without an AWT will not be processed and will be deleted from the site.
- CMR will have only write access and will not be able to execute a file from within the FTP site.
- CMRs using the FTP site are **NOT** to send hard copies of the files provided on the site.
- If using a 3rd Party FTP Client it will be necessary to follow the prompts at the top of the screen after logging into the FTP site to access the cmrart site.
- **Expedited art request:**
CMR is to notify NYPS Ad Copy Rep via email when expedited PDF files are requested and dropped to the FTP Site.