

Inkjet Printing Graphic Guidelines

The following specifications have been provided to assist you in preparing your files for printing inkjet graphics.

SIZING YOUR ART: Artwork must be created proportional to final output size. Files sent at actual size are preferred. If this is not possible, please save your art at 75%, 50% or 25% scale. If designing mural panels, please create your layout as one document, do not separate the panels. This is required to ensure image alignment (registration between panels).

NOTE:

PLEASE BE ADVISED
WHEN SUBMITTING
YOUR ART THAT WE
CAN ONLY REPRODUCE
AT THE SAME LEVEL OF
QUALITY AS PROVIDED
TO US.

To determine the size of your art, refer to the catalog description of the graphics you are purchasing. Please contact your Sales Associate if you need more specific information.

ART MUST BE SUBMITTED IN ONE OF THE FOLLOWING PROGRAMS:

ADOBE PHOTOSHOP (SAVED AS TIF - MAC FORMAT)

IMAGE RESOLUTION: For best results, Photoshop images or scans should be saved as **flattened Mac .TIF files with LZW compression**. Photoshop images or scans should have an image resolution of no more than 180 dpi (dots per inch) at final size for output. For example, if your image is at 1/4 scale, the image resolution should be set no higher than 720 dpi. The minimum recommended image resolution is 100 dpi at final size (400 dpi at 1/4 scale).

ADOBE ILLUSTRATOR (SAVED AS .AI OR .EPS), QUARK XPRESS OR ADOBE INDESIGN

If placing separate image files into Illustrator, QuarkXPress or InDesign, **PLEASE LINK -- DO NOT EMBED -- the image files**. Include all linked files (raster and vector) on your disk. See **IMAGE RESOLUTION** above for instructions on how to correctly prepare all raster (Photoshop) linked files.

When saving your art in Illustrator or InDesign, **convert all fonts to outlines**. When saving your art in QuarkXPress, you must include all fonts (Postscript or True Type) used in your file on the disk with your artwork.

COLOR MATCHING: Art will be printed in CMYK. If saved as RGB, art will be converted to CMYK when printed. If there is a PMS color you would like to match, please specify the color when sending your art. We can adjust the color in CMYK to print your PMS as closely as possible, but cannot guarantee an exact match.

SUBMITTING YOUR ART: We accept CD-ROM, DVD-ROM and Zip disks. Art can also be sent via our ftp site. Please contact your Sales Associate for details. Please include either a color hard copy (if sent on disk) or a low resolution jpg (if sent via ftp). This will be used for reference purposes when preparing your proof.

PROOFS: PDF proofs are provided via e-mail on all inkjet jobs. For the most accurate representation of color and image resolution, a test strip is available. However, additional production time is required. Contact your Sales Associate if you would like to view a test strip.

PRODUCTION TIME: Faxed approval of proof/test strip is required to begin production. Inkjet jobs typically ship 4 business days from receipt of your faxed approval. If you require faster turnaround, rush charges will apply. Please contact your Sales Associate to determine your ship date/rush charges.