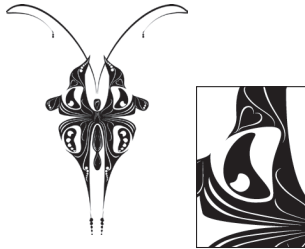


### Artwork Examples



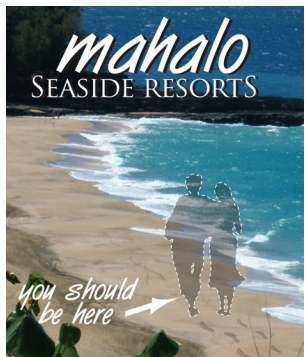
- Simple Vector Artwork
- Appropriate for Any Print Type



- Complex Vector Artwork
- Appropriate for Digital Only



- Vector Artwork with Gradient and Shadow
- Appropriate for Digital Only



- Raster Artwork with Vector Text
- Appropriate for Digital Only

### Process-Specific Guidelines

Print Method	File Format	Specifications
1/2/3-Color: Thermal Imprinting Screen Printing	Vector - .ai / .eps / .pdf Fonts Must be Outlined	<ul style="list-style-type: none"> <li>• Stock colors only, no color matching</li> <li>• No gradients or halftones</li> <li>• Min. line thickness .08"</li> <li>• Min. .125" width &amp; height on loose lines and shapes at actual print size</li> </ul>
Full-Color Dye Sublimation Digital Print 4-Color Screen Printing	Vector - Illustrator Files - .ai / .eps / .pdf Raster - Photoshop Files - .tiff / .psd / .eps Fonts Must be Outlined Images Must be Embedded	<ul style="list-style-type: none"> <li>• Full color artwork including gradients, bleeds &amp; halftones accepted</li> <li>• Raster images - minimum 100 dpi @ 100% (actual print size) Recommended 150 - 300 dpi. Printing max. 600 dpi.</li> <li>• If using PMS Colors specify PMS colors in submitted artwork</li> </ul>
Appliqué	Vector - .ai / .eps / .pdf Fonts Must be Outlined	<ul style="list-style-type: none"> <li>• No gradients or halftones</li> <li>• Min. line thickness .125"</li> <li>• Min. .25" width &amp; height on loose lines and shapes at actual print size</li> <li>• Customer must select colors that match our fabrics, or provide a PMS Color for our graphics specialists to find the nearest match. Exact PMS matches are not an option with Appliqué.</li> </ul>

### Raster vs Vector & Outlined Text



### Image Resolution & Viewing Distance

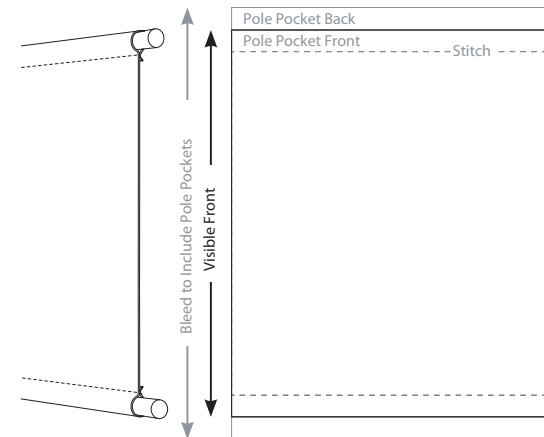
Viewing Distance	6 in	1 ft	2 ft	3 ft	5 ft	10 ft	50 ft
dpi	1200	600	300	200	150	72	10

- 100-300 dpi is best for most applications.
- Greater viewing distance = lower resolution.  
ex: Billboard vs. trade show graphics vs. art photograph in gallery
- Files over 500 mb slow down computers, may incur additional artwork handling fee.



### bleeds & Finishing

- Bleeds are not required unless noted on the template or graphic size provided, or unless creating artwork with special finishing.
- Retractor banners generally require 1/2 inch to 1 inch on top for the snap rails, and 6 to 8 inches on bottom for the leader.
- Banners need bleed for the full area of any pole pockets or finishing that involves folding and/or sewing.
- Ask your sales rep whether a bleed should be included.



*If you are particular about the appearance of your finished pole pocket, please setup the artwork with full bleed, or you may be charged an additional art handling fee for the time it takes to adjust your artwork for bleed. Graphic size listed in catalog does not include bleed.*

## Quick Reference

File Types:	PDF, EPS, AI, PSD, TIFF
	Providing an INDD file, or artwork that does not meet our guidelines, may incur additional artwork handling charges.
	We cannot accept the following file types: CDR, QXD, DOC, FHX, PPT, XLS, PLT
Images:	<u>Embedded</u> or <u>Linked</u> (include all linked files)
Fonts:	Converted to Curves/Outlines OR All Fonts Included
Minimum Resolution:	100 dpi @ 100% (actual print size) Recommended 150 - 300 dpi
File Size:	Under 500 MB
Colors:	CMYK PMS colors should be specified in-file as CMYK swatches, no Spot Colors
	Specify PMS #s for Color Matching Purposes Only Color Matching cannot be provided on raster artwork, or for screen or thermal orders
Additional Handling:	\$75 / hour 1 hour minimum

## Additional handling Fees

You may incur additional artwork handling fees if your artwork does not meet our requirements. Examples of situations that may cause your artwork to require additional handling include, but are not limited to:

- Incorrect Dimensions or Not Set Up to Template
- Color Matching Requested but Colors Not Spec'ed In-File
- Changes/Adjustments Requested
- Changed Artwork File Submitted After Proof
- Missing Fonts
- Files Set Up in InDesign or Corel
- Screen or Thermal Files with Gradients, Messy Vectors
- Raster Files Requiring Vectorization
- Low Resolution
- Individual Files Over 500 MB

*We will contact you for your consent before proceeding.*

## File naming

Please provide files with useful, descriptive names. Whenever possible, include the order number in the file name. This will help our graphics specialists better track your artwork.

[OrderNumber]\_[GraphicDescription].eps

When providing artwork for jobs with multiple different printed pieces, please place each piece in a separate file, and name each file clearly.

For example: two different artwork for the front of a double-sided banner, and a third artwork on the back of both, clearly label:

[OrderNumber]\_front1.eps

[OrderNumber]\_front2.eps

[OrderNumber]\_back.eps

When preparing artwork for products with multiple adjacent panels, set up as a single file. ex: Show N Rise

## Templates & measurements

Many templates are available to help you set up your artwork correctly for your display. Please be sure to follow the provided instructions carefully. Contact your sales rep for relevant templates.

If a template is not available, please check with your sales rep for accurate measurements. When creating your artwork file, please be sure to make the document page size the full desired size of the artwork (with bleed when necessary).

*Files not set up to our specifications may require an additional artwork handling fee.*

## Programs & File Types

Artwork should be created in Adobe Photoshop or Illustrator, CS4 or sooner. When using any other program, artwork MUST be saved as a PDF or EPS. For raster images, please send both layered and flattened images whenever possible. Layered files allow our graphics specialists to make necessary alterations to the artwork if you notice an error or in case the file is not setup ideally.

*Adjustments beyond basic pre-press steps may incur additional artwork handling fee.*



## Quotes & Placing an Order w/ Artwork

To guarantee that we provide you with the best quality printing, and to ensure that your artwork meets basic requirements for your desired printing method, please be sure to email your sales rep a low resolution JPG or PDF of your artwork during the quoting phase. Depending on your desired printing method and the complexity of your artwork, you may be asked to send your full artwork in advance to be certain it meets all requirements.

*Failure to meet the guidelines relevant to your artwork and process may result in your order being delayed and incurring additional artwork handling charges.*

## Submitting Artwork

For files under 8 MB, please email your artwork to your sales rep. For files and zipped folders over 8 MB up to 2 GB, please upload your artwork.

*Please be sure to reference your Order Number and Sales Rep in the Subject Line when uploading artwork.*

## Proofs & Approval

A proof will be provided to you within 24 hours of receipt of payment and artwork. Orders containing 5 or more separate graphics will require 48 hours to proof. Please check proofs and order confirmation closely to be sure that all artwork and order details are correct. Reply with your approval, requested adjustments, or revised artwork as soon as possible. Submitting new artwork may incur additional artwork setup fees and delay your order.

*Delay in proof approval may delay your order.*

## Turn Times

Your sales rep will provide you with a current turn time estimate. We will do everything in our power to ensure that your order reaches you when you need it.

*Official Turn Time begins upon receipt of proof approval. Turn times DO NOT Include Shipping.*