ARTWORK REQUIREMENTS:

In order for us to meet your deadline, price, and quality requirements, please be sure that you meet the following specifications when submitting artwork and digital files.

FILES AND FILE NAME

Please send only the files and support documents that are needed to complete your project. Identify the specific item you are producing by placing the name on the root directory of the disk you are providing. Place all other required files in appropriately labeled folders.

LAYOUT

It is highly recommended that you provide a layout/proof of your file. The layout helps us detect many common errors with fonts, images, and other items that can be interpreted differently or vary from computer to computer. Please indicate all information that is necessary to help us produce the project correctly. Include easily identifiable PMS call outs, extensions, crop marks, and any changes between the actual file and the submitted layout.

LAYOUT SCALE

Any scale is acceptable. A scale of 1 inch = 1 foot is convenient when working with XXL graphics. Please indicate the scale on your file to eliminate any confusion about what is image and what is bleed. If your image requires bleed, provide a minimum of 3" of bleed at actual size. For full pocket bleed on billboards, add an 8" bleed outside of live image area.

MEDIA / UPLOAD

- CD / DVD
- FTP
- FTP access is available through our web site www.visiondoesit.com. When submitting files electronically please stuff your folder before submitting it. Fonts are frequently corrupted as they are moved over the Internet.

SOFTWARE

We accept files from the following programs:

- Adobe Products - Illustrator / Photoshop / In-Design / Acrobat

- Quark X-Press

- Other file types are subject to approval and may require additional billable time to process. Remember that trapping is not required for our digital printing processes.

FILE TYPES

Provide files in the original native application format. Example: Give us a Quark file and all associated files rather than an EPS file written from Quark. Include all files and fonts linked, used, placed, embedded or otherwise referenced by your artwork or file. Do not assume that files are embedded. Send them with your file.

FONTS

Convert fonts to outlines, paths, or curves. Remember to unlock all elements and select all before converting. This assures that nothing is missed. In Quark or other applications that cannot convert fonts, be sure to include both the screen and printer fonts for all fonts used in the native file and any support files. Remember that Photoshop uses fonts and if we need to scale your artwork we need the fonts. Missing support files and fonts are the main causes of delays.

COLOR

Provide all raster images in CMYK. If you are using any other colorspace (RGB, Duotone, Lab, etc.), convert the file to CMYK (US web coated SWOPII) before sending it to us. This will give you a better idea of what the color will really look like. We do not print metallic, day-glo, or fluorescent colors. When using PMS colors, make sure you specify the PMS color in your file. Do not specify CMYK values or percentages of PMS colors. Remember also that PMS colors will be printed in CMYK. Be aware that some PMS colors cannot be matched exactly in the CMYK process. We use the Pantone Solid To Process Guide Coated as our color matching standard. Please use this same guide to verify how your PMS colors will be reproduced under CMYK.

RASTER IMAGE RESOLUTION

Images that are scanned or created in raster image programs should be sized at the image resolutions indicated in the following table.

Product	*Out-put Res.*	*Actual Size*	*1"=1' Scale*
Billboards	50-72dpi	9 – 18 ppi	108 – 216 dpi
High Res. Grand format	150-300 dpi printing	35 – 50 ppi	432 – 600 ppi
High Res. Small format	340-720 dpi printing	100 – 150 ppi	1200 – 1800 ppi

COLOR REFERENCE PROOF

If you have a color target, include it with your order. Our Color Management system will match any SWOP certified proof within the limits of the desired substrate. If specifically requested, we will try to match the general color of any proof provided. However, the wide range of color printers and the ink sets that are used in them prevent us from matching all outputs. While we can adjust our proofs to better match your color preferences, be aware that additional charges will apply.

EPILOGUE

Before sending your file, take time to open it directly from the disk that you will be sending to us. Close all fonts on your computer system and load only those on the disk. This helps assure that all required elements are on the disk. Remember also that bigger is not always better when it comes to file size. If you are sending a 500-megabyte file for a 14' x 48' billboard, you are sending too much data. You can speed up your workflow and ours by cropping and sizing images according to the image resolution requirements listed above. If you have questions regarding the preparation of files or these artwork requirements, please call us and speak with one of our prep technicians.