

Artwork Guidelines

To help you prepare your file for printing, we have developed these guidelines for you to follow in order to obtain the best results:

Client Supplied Files

All clients and graphic artists who use our services must follow our guidelines. Files supplied by the client will be pre-flighted for correct sizing and bleeds only. It is vital that the client is aware of image resolution issues prior to sending their files for print. While we may point out resolution issues to the client, it is not our responsibility to do so. Files printed with resolution issues caused by poor image quality will not be reprinted. Please check your files prior to submission and order hard proofs for any questionable images.

We strongly suggest ordering color hard proofs prior to printing. Although ordering hard proofs adds to cost and production time, it is the **ONLY** way to ensure that color output will be acceptable. Clients who waive hard proofs for any reason also waive their right to reprints. E-proofs supplied by email are not considered hard proofs and are to be used for placement only, not for color or resolution. It is the client's responsibility to check e-proofs for spelling and grammar errors. Client-approved e-proofs that contain errors will not be reprinted free of charge. Please check your proofs thoroughly and carefully.

Tips for Graphic Artists

Large format graphic creation can be difficult due to issues with file size and image resolution. Here are a few tips:

- To keep file size manageable, we suggest using as much vector based output as possible. Vector based programs also allow us to make color corrections to ensure color accuracy. You can supply vector files in .eps or Illustrator.
- We further suggest using PhotoShop when working with image files. Image files should be inserted into your vector file by using the "place" function. When supplying your vector files, please remember to also supply us with the original "placed" image files.
- All files should be supplied unflattened in their original format as we cannot always detect errors in converted files or make necessary color adjustments to flattened files. Nor can we guarantee color output when printing flattened files.
- Specify critical PMS colors in the vector file using the PMS solid coated color chart. Files that cannot be manipulated cannot be color matched.
- Transparencies viewed on monitors will differ from printed output. We therefore suggest ordering hard proofs when using transparencies. PMS color matching of transparencies is not technically possible.
- Using simple text/graphics effects on files can result in massive file sizes. This can prolong the pre-flight process by hours and may accrue additional costs.
- Please use our graphic template to ensure art is correctly sized and contains the proper bleeds.
- If your file is over one gigabyte, simplify your design by using more vector based imagery.

It is the customer's responsibility to understand and comply with all TradeShowPlus.com artwork requirements. A customer service representative is available at 800-419-3561 to answer any questions.

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Resolution

Please submit images at full size. Optimal results are achieved with images between 100-120 DPI at final size. DO NOT rez-up images as this increases the number of pixels without improving image quality.

Color Matching

If color matching is required using Photoshop files standard PMS color matching charges do not apply. Color matching Photoshop files is difficult. Color match charge for Photoshop files is \$75.00 per hour plus the cost of materials.

Not all colors can be precisely duplicated due to differences in printers, ink and media. We strongly recommend ordering printed hard proofs to review color output. Specify colors that must be color matched in PMS solid coated. PMS color matches start at \$15.00 per match. While we will do our best to match your PMS colors, we cannot guarantee exact matches.

If your project requires a Pantone color match, please reference a Pantone Solid Coated chart and make sure the color is included in your file. You may also send us a printout as a guide. Color matching and printed proofs will add to production, so please plan accordingly.

Color Matching Previous Prints

Digital printers output color differently from day to day. When color matching to a previously ordered product, we may require the customer to send us the benchmark product for purposes of color matching. Please inform your customer service representative whenever print matching is required so that we can make the necessary arrangements.

Software

We can support both PC and Macintosh based files using:

- Photoshop - all versions up to CS5. Include all layers, paths, channels, links and fonts.
- Adobe Illustrator - all versions up to CS5. Convert text to outlines and include all linked images. Do not embed images.

The programs below are not recommended for large format printing as they may not reproduce correctly:

- In-Design - all versions up to CS5. Include all layers, paths, channels, links and fonts. Convert text to outlines and include all images. Do not embed images. Save as a press quality PDF file. Check the PDF file for errors prior to sending for print.
- Quark Express - Use the Save page as an EPS feature under the File menu. Open EPS in Illustrator and convert text to outlines. Include all images. Do not embed images.
- CorelDraw - Include all layers, paths, channels, links and fonts. Convert text to outlines and include all images. Do not embed images.

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Programs Not Accepted:

- Microsoft Word
- Microsoft Publisher
- PowerPoint

Flattened Files

Flattened files cannot be modified at our facilities except for global color changes (i.e., brightness, contrast). A flattened file is useful to verify layout and position but it is not recommended for printing. We cannot guarantee proper color output when supplied with flattened files. We will not authorize free reprints of flattened files.

Templates

Graphic templates can be found under the "Design Templates" section of each product's order page. Our templates are to scale, with most being at 100% of size (some of our larger graphic templates are scaled down to fit within program parameters). When using scaled down templates, please adjust image resolution accordingly.

Please contact a customer service representative at 800-419-3561 if you have any questions about these guidelines or for other artwork assistance.