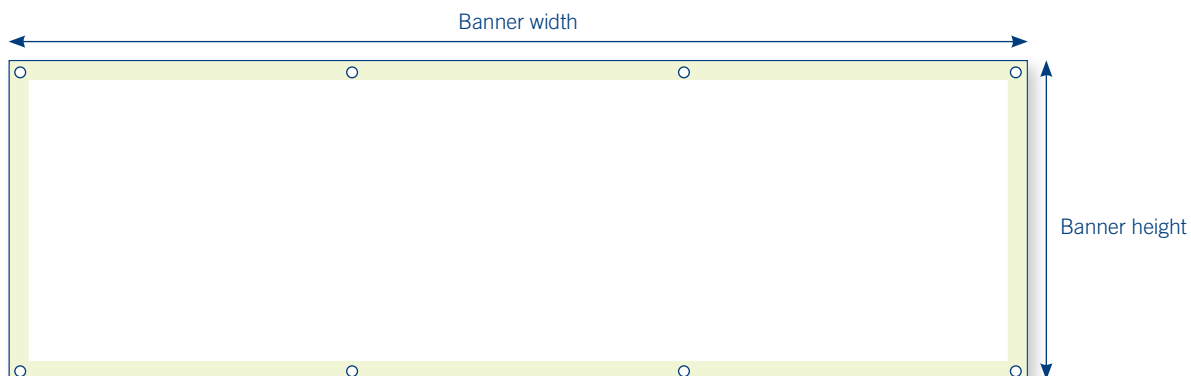


Outdoor Banner artwork creation

Please use the following guidelines to set up your outdoor banner graphics:



Set your banner up to the size you require, half size and quarter size is acceptable but please watch your resolution on the images, it is possible to get away with low quality because banners are usually viewed from quite a distance.

No bleed is required on the artwork you supply, set to exact size quoted for.

Eyelets take up 45mm of space please bear this in mind when you set text as anything on the edge within the 45mm (green tinted area shown on the example above) will run the risk of being eyeleted!

All images used should be set to CMYK and a minimum of 120dpi @ 100% in your document. For example an image @ 200dpi enlarged in software such as Quark/InDesign @ 150% will give an output of 60dpi, which will affect the quality of the image and will be awful on the final print.

Supply print ready artwork as **PDF, EPS or PSD formats** (we recommend fonts are converted to outlines) See our reference library online how to create a high resolution PDF for large format print if you need some pointers.

PDF Creation, main points to note:

- Crop Marks OFF
- NO BLEED
- Do not compress/downsample images
- Check ink output is what you expect
- Look out for transparency usage, convert spot colours used on gradients and overlays to CMYK
- PDF/X-1a:2001 - Standard
- Acrobat 4 (PDF1.3) Compatible
- Double check your PDF is a success by opening in photoshop and checking artwork is as it should be

Or if you require us to create print ready files from **Illustrator, InDesign or Quark** please supply all logos embedded eps files, images, links and both ALL fonts (there may be a charge for generating print ready files)