

PopUp Elite

Graphic Prep Guidelines

Following are instructions for setting up digital files for graphic production. Please see additional artwork submission guidelines and tips before sending artworks.

Graphic Measurements:

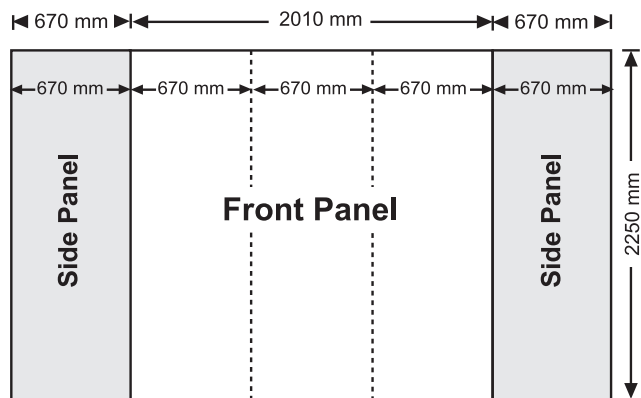
3x3 quad PopUp Elite (3 front panels + 2 side panels):

Front Panel: 2010 x 2250 mm
(79 1/8" x 88 5/8")

Side Panel: 670 x 2250 mm
(26 3/8" x 88 5/8")

Bleed: add 10 mm around 4 sides

3x3 quad PopUp Elite (3 front panels + 2 side panels)



Drawing not to scale

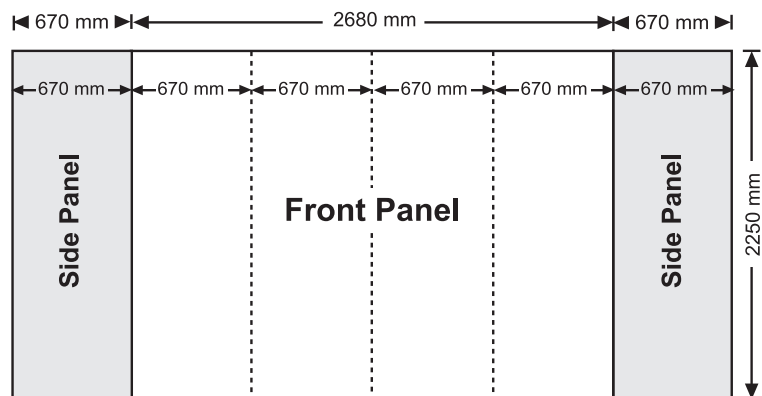
4x3 quad PopUp Elite (4 front panels + 2 side panels):

Front Panel: 2680 x 2250 mm
(105 1/2" x 88 5/8")

Side panels: 670 x 2250 mm
(26 3/8" x 88 5/8")

Bleed: add 10 mm around 4 sides

4x3 PopUp Elite (4 front panels + 2 side panels)



Drawing not to scale

ARTWORK SUBMISSION GUIDELINES:

All artwork should be submitted as high resolution digital files on CD or transferred to our ftp site. Transparencies and flat artwork can be scanned for an additional charge.

TEMPLATES: The preferred method of file preparation is by using the *prepared template* appropriate to the product you are purchasing. Templates are available for most products, including Roll-It-Up 1, 3 and 4, ImageStand 1 and 2, FabricWall, Adapt, Promotor, and so on. Templates cover a number of different specifications for each product. If you require a custom sized product, we may be able to prepare a custom template for your use. Templates are saved in the following formats: InDesign CS, QuarkXpress 6 and Illustrator CS.

IMAGE PREPARATION: For printing on *fabric*, Images should be saved as CMYK TIFF or EPS files at least 100 dpi final size. (For example, if a 10"x10" Quark document needs to be output at 400%, the placed image file needs to be 40"x40" with at least 100 dpi or equivalent.) For printing on *DS banner* or *paper*, the recommended image resolution is at least 150 dpi.

PROGRAM SUPPORT: InDesign CS3, Photoshop CS3, Illustrator CS3, QuarkXpress 7 (or earlier versions for the above).

FILENAME EXTENSION: Ensure filenames are properly updated in all layouts, and include appropriate extensions (i.e.: filename.eps, filename.qxd).

LAYOUT ACCURACY: Provide 1 accurate and fully updated color hard copy of each layout for proofing and placement checking purposes. Where discrepancies exist between hard copy and digital files supplied, indicate and initial changes made.

COLOR MATCHING: Include Pantone numbers or their equivalents for all solid colors. For continuous tone images, provide as accurate as possible hard copy or sample. Tints and gradients of less than 10% may not show.

BLEED: See appropriate template for bleed specifications.

FONTS: Always supply all font suitcases, including both screen and printer fonts. Whenever possible, convert type to outlines. Include in a separate folder, an editable type layout should spelling or content need editing.

PC FILES: If supplying us with digital files from a PC, please do the following: convert text to **outline** and save as an eps file in Illustrator, text in Photoshop should be rendered, no text layers in Photoshop, and include all elements associated with image (i.e.: vector graphics and pictures).

TIPS FOR PREPARING GREAT LAYOUTS:

INDESIGN/QUARK: Create large layouts at 100% size in InDesign and Quark. 50% of final size is recommended if the layout size is beyond the limit of Quark document dimensions.

ILLUSTRATOR: Create layouts in Illustrator at 100% size. If artwork is reduced, it should be no less than 25% of final size. Embed files as opposed to linking them. Save files as EPS format. Convert strokes to outlined path on all vector artwork and text. **IMPORTANT: Convert all fonts to outline.**

LOGOS: For best results, supply all logos as VECTOR files from Illustrator as opposed to raster files such as Photoshop EPS, JPEG, GIF, or TIFF.