



FILE GUIDELINES FOR DIGITAL OUTPUT

RASTER:

- Non-layered **TIFF (preferred), BMP, JPG**
- **All colors saved in CMYK mode**
- Delete all clipping paths
- Add a 1" bleed all around
- Save files at TARGET size if possible (see instructions below for determining DPI)

VECTOR:

- **CDR, EPS, AI, PDF**
- **All colors saved in CMYK mode**
- **All text converted to paths or curves**
- Include all TT fonts used if cannot convert fonts to curves
- Examine file for and remove all hidden objects
- Save files at TARGET size if possible (see instructions below for determining DPI)

VECTOR AND RASTER COMBINED:

- **CDR, EPS, AI, PDF**
- All Vector properties as indicated above
- Raster images in CMYK mode and **MUST** be flattened to one background image
- Delete all Clipping Paths
- **All images MUST be embedded and not just linked**
- All images **MUST** fit completely within the design area and are not to extend in any way, even if only white values
- Add a 1" bleed all around
- Save files at TARGET size if possible (see instructions below for determining DPI)

DETERMINING RESOLUTION OF FILE

1) Determine the application your files will be used for and note the required **TARGET** DPI from the chart below

(TO DETERMINE THE SQUARE FOOTAGE, MULTIPLY THE HEIGHT BY THE LENGTH IN INCHES AND DIVIDE BY 144)

	APPROX. SQ FT.	TARGET DPI
POSTERS AND TRADESHOW DISPLAYS	4-100	100-150
VEHICLE APPLICATIONS AND MEDIUM SIZE BANNERS	15-300	60-100
LARGE SIZED BANNERS, HOARDING WALLS, BUILDING WRAPS	300+	30-60



FILE GUIDELINES FOR DIGITAL OUTPUT (cont.)

2) If it isn't possible to create the file at TARGET size but are creating it smaller, use the following formula (in inches) to determine what DPI you need to create your art file: $(\text{TARGET height}) \times (\text{TARGET DPI}) \div (\text{Artwork Height}) = \text{Artwork DPI}$

EXAMPLE: To design a wrap for the side of a trailer with full color imaging, let's assume the following:

- The finished print should be 72" high by 120" long
- Adding the 1 " bleed all around gives you 74" x 122" or 62.7 square feet
- The Target DPI will be approximately 70 DPI (see chart above)
- The original Artwork Height (file height) is 8"

Based on this formula, your original artwork will need to be created at about 650 dpi in order for us to print a finished image measuring 74" x 122" at 70 DPI

DELIVERING ARTWORK FILES:

Option 1: Burned to CD/DVD and deliver

- Must be PC formatted
- Please ensure disc is 'finalized' by your burning software and please don't use CD/DVD-RW
- Include a hard copy complete with dimensions for our reference as well as relevant Pantone numbers

Option 2: Upload to our FTP Site

- Go to www.signtechmedia.com and click onto "File Upload" button. Follow instructions.
- In addition to your file, also send a low resolution layout complete with dimensions in PDF or JPG format for our reference along with any relevant Pantone numbers

(This is a guideline only and should be understood that these are 'ideal' figures and may not always be possible to achieve. Smaller files may still be usable with acceptable results. Please consult Sign-Tech Media Inc. for assistance.)

***NOTE - TARGET SIZE REFERS TO ACTUAL FINISHED SIZE OF PRODUCT**

