

GENERAL ARTWORK SPECIFICATIONS

How to Supply Artwork:

1. CD/DVD
2. E-mail (8 MB maximum)
3. FTP Transfer

How to scale Artwork

If your print will be viewed at a distance less than 2 metres, use the point of presence specifications. If the distance is between 2 and 15 metres, use the Hi-Res billboard specifications. If the billboard is to be viewed outside 15m, use the billboard Specifications. If you are unsure of the viewing distance, use the Point of Presence.

PC FORMAT ONLY.



Adobe CS4 - Photoshop / Illustrator / In Design
(high resolution PDF)

Files submitted from PC need to have
**ALL TYPEFACE AND FONTS CONVERTED TO CURVES,
PATHS OR OUTLINES.**

If using Corel Draw, please export format to Adobe Illustrator (*.AI) as well as supplying the original Corel Draw file.

Colour Matching

Where possible, please supply and industry standard proof and specify PMS colours for accurate colour matching.

PDF Formats



Visual Exposure requires that all PDF files be supplied at no less than 400dpi, CMYK and set to the correct scale and created using 'Press Quality' settings.

Point of presence specifications

Files should be set up with bleed to one of the following scales:

- 25% @ 400dpi
- 33% @ 300dpi
- 50% @ 200dpi
- 100% @ 100dpi

Jobs under 2m² should be set up at 100% of final size.

Billboard Specifications

Files should be setup at 5% at 300dpi of finished size. Please add 2.5mm bleed on all sides of the artwork.

High-res Banner Specifications

- 10% @ 700dpi
- 25% @ 525dpi
- 50% @ 350dpi
- 100% @ 70dpi

For Best Results:

1. Supply all layout files and all support files including fonts.
2. Supply all images in high resolution CMYK colours.
3. Supply layered Photoshop documents wherever possible.
4. Use PMS spot colours as much as possible to ensure colour matching.
5. Scale your job correctly.
6. Set up Point of Presence files as vector art wherever possible.
7. Supply hard copies of design for final checking to ensure accuracy.