

DISPLAY & BANNER, INC GRAPHIC SET UP GUIDE

The following guidelines are designed to help you set up your file for graphics so that there will be as few delays and problems as possible in the production of your job.

What Formats and Programs Can I Use?

Files may be MAC or PC formatted. The files can be set up in any of the following programs: Adobe PhotoShop 6.0
CorelDRAW! 8.0 Macromedia Freehand 9.0 In Design 1.5
Adobe Illustrator 9.0 PageMaker 6.5 Quark Xpress 4.1

At What Size Should My Images Be Set Up?

Your file may be set up at any size as long as it is to scale with the final image size. Please indicate crop marks.

What Colors Can I Use In My Layout?

The Graphics Department accepts RGB and CMYK files. Please indicate any color matches by specifying a PMS color that you would like to have matched.

What Do I Do About Fonts?

To avoid any problems with fonts, include all fonts all the time. PC and MAC fonts are not compatible. Therefore when working in a PC format, the Graphics Department requests that you convert all PC fonts to outlines or curves. If you are PC based and working in a program that does not allow you to convert the fonts to outlines, the Graphics Department may end up having to substitute fonts. Due to slight variations in fonts (curving, baseline, etc.) substituting fonts may slightly change the layout.

What Do I Need To Do If I Have A Placed Image In My Document?

If your graphic has a placed image (logo and/or photos) in it, make sure that the original logo file or photo file is included on the disk. The Graphic Department does not recommend using embedded images (an image that has been placed into a file but is not linked to the original file), as we have no way of knowing whether or not the original image is of high enough quality or what the color space or mode is (Example: A photo embedded in Illustrator may print too dark).

What Resolution Do My Bitmap Files Need To Be?

The Graphics Department recommends printing all graphics using images that have a minimum input resolution of 100 ppi and a maximum of 200 ppi at final size. But keep in mind that even low resolution files will benefit from the high quality of graphic output.

How Should I Save My File?

Please DO NOT save your Quark files as an EPS. Most of these files are locked, meaning that the Graphics Department cannot manipulate the content, proportion or color of the file in any way. If you are placing a Quark EPS in another file, please include all support files. Save any PhotoShop files as a PSD file in layers if you can.

How Should I Send My Artwork?

Artwork can be sent on the following types of media:

- Via FTP site
- Email: rod@dbidisplays.com
- 3.5" floppy
- Zip Disk (100 & 250MB)
- EZ 135
- Jaz Disk (1 and 2 GB)
- CD-ROM
- 5.25" Syquest (44, 88 and 200 MB)
- DVD Ram
- DVD Rom
- DDS DAT Tape (Retrospect formatted, MAC only, 4MM wide, 90M long. Please put all of the files that the Graphics Department will be using to produce your job in one main folder. Also send along both the catalog file on a floppy and a list of the files that are being used).

What Else Do I Need To Send?

Please make sure your disk contains both the screen and printer fonts that are used. Along with your disk, send a hardcopy of all files that the Graphic Department will be producing and a printout of the contents of the disk, marking the files that will be used.

Still have questions call Us! (877) 698-3364