

FILE GUIDELINES FOR DIGITAL OUTPUT

What files will you accept and how should they be prepared?

RASTER:

- TIFF (preferred), BMP, JPG
- All colors saved in CMYK mode
- Save files at Target size (see instructions below for determining DPI)

VECTOR:

- CDR, EPS, AI
- All colors saved in CMYK mode
- All text converted to paths
- Include all TT Fonts used
- Examine file for and remove all hidden objects

VECTOR and RASTER Combined:

- CDR, EPS, AI
- All Vector properties as indicated above
- Raster images in CMYK mode and MUST be flattened to one background image
- Save file at Target size
- 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.
- Do not include Clipping Paths. Rasterize these to background

How much DPI should I build into my files?

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

	Approx. Sq/ft.	Target DPI
Posters, Tradeshow displays	4-100	100-150+
Vehicle applications, Medium banners	15-300	60-100
Large banners, Billboards, Building wraps	300+	30-60

Step 2) Use the following formula (in inches) as a guide for how much DPI you may need to build into your files.

$$(\text{TARGET height}) \times (\text{TARGET DPI}) \div (\text{Artwork Height}) = \text{Artwork DPI}$$

For example: You want to wrap your company truck with a full color image that you are creating. Lets assume the following:

- The finished print should be 5'x8' (40 sq/ft.)
 - The **Target DPI** will be approximately 60 DPI (see chart above)
 - The original Artwork Height (file height) is 24"
- $$\frac{60'' \times 60 \text{ dpi}}{24''} = 150 \text{ dpi}$$

Based on this guide, your original artwork will need to be a minimum of 150dpi in order for us to print a finished image at 60dpi when scaled-up to 5'x8'*

How can I get my artwork to you?

We are pleased to accept your files by any of the following methods:

Burned to CD/DVD and delivered

- Must be PC formatted
- Please ensure disc is 'finalized' by your burning software and please don't use CD/DVD-RW
- Saved at actual (Targeted) size
- Include a hard copy for color reference as well as relevant Pantone numbers

Upload to our FTP Site

- Follow the step-by-step instructions at www.imageworksmedia.com
- In addition to your file, also send a layout in PDF for our reference along with 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 ImageWorks Media if you require assistance.]