

# Artwork Guidelines

FOR ALL BANNERSTAND PRODUCTS ON THE TRADESHOWSTUFF.COM WEBSITE.

## FILE FORMAT

As a starting point, **we only receive high resolution PDF Files** from both PC and Mac software. We recommend exporting files at the "High Quality Printing" setting. Before exporting your file as a PDF, convert all text to outlines and embed all images. **Include a screen shot or .jpg proof for content verification.**

If you are not able to generate a "High Quality Printing" PDF, we do accept the following software generated file formats.

Photoshop .PSD Include all layers, paths, channels, links and fonts.

Illustrator .AI Convert text to outlines, include all linked images (do not embed images).

**InDesign and QuarkXpress files are NOT RECOMMENDED for large format printing. We only except "High Quality Printing" PDF's generated from these software programs.**

## TEMPLATES

Artwork templates for all graphics sizes are available in PDF format for you to download on our web product pages on [www.TradeShowStuff.com](http://www.TradeShowStuff.com).

## RESOLUTION

The best results are achieved when the resolution of the images are between 72-125 DPI at final print size (full size). Images submitted that are larger than 125 DPI will create larger file sizes without any visible gain in print quality.

## COLOR

All colors must be defined in CMYK. If converted from RGB to CMYK significant color changes can occur, please proof your colors prior to submission. Pantone Spot Colors may be requested, but exact color matches are not always possible. Reference printouts will be considered for layout only, not as actual color reference. If a color layout can not be sent, include a .jpg, .pdf (screen optimized) or screen shot file. Clearly mark filename as "proof"**For black use (Process Black).**

## FILE TRANSFER

All files sent by ftp or e-mail should be compressed (.sit, or .zip). Your files can be uploaded to our ftp at:

**Use an ftp program such as "fetch, fireftp (add-on for firefox), or other"**

HOST:[ftp.tradeshowstuff.com](ftp://ftp.tradeshowstuff.com)

LOGIN:[artwork@tradeshowstuff.com](mailto:artwork@tradeshowstuff.com)

password is: art

**Send e-mail message to [Irene@TradeShowStuff.com](mailto:Irene@TradeShowStuff.com) to advise of upload.**

## PROOFING

All jobs are sent a digital proof for final review and approval. Proof prints, if required, are approx. 12" x 12" and \$60 each - price includes shipping. Please allow for additional production time when proofs are required. Final order delivery will be delayed by the time required to ship and confirm proofs.

## TURNAROUND TIME

Turn around time for most 1-5 prints is maximum of 8 business days, plus shipping. Contact us for an exact schedule of your order.