

2009: GRAPHIC SETUP REQUIREMENTS

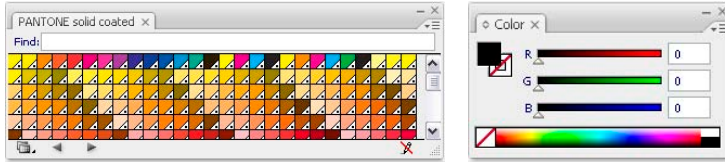
ALL FINAL PRINT FILES SHOULD BE CREATED AND SENT IN **ADOBE ILLUSTRATOR CS4 AND PHOTOSHOP CS4**

10.01.2009

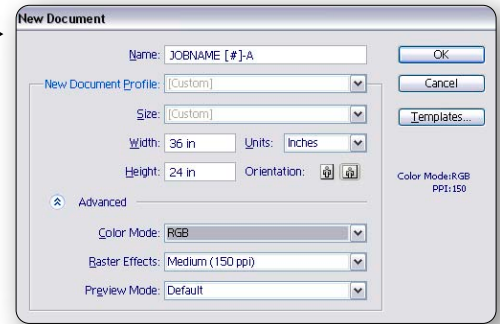
* WE CANNOT PRINT FROM QUARK, INDESIGN, CORELDRAW, POWERPOINT, ETC.
FILES SENT IN THESE FORMATS MAY NOT BE PRINTABLE, OR MAY INCUR ADDITIONAL PRODUCTION CHARGES

1 ILLUSTRATOR SETTINGS

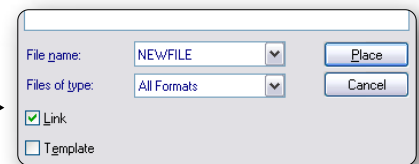
- Width and Height should reflect final **FULL SIZE** of artwork (not including bleed)
- Color mode should be **RGB** for all files, solid blacks are setup as **R: 0, G: 0, B: 0**
- Raster effects should be set to **MEDIUM** and should only be applied at final scale
- All solid color fills and strokes should be specified as a **PMS** value from the **PANTONE SOLID COATED SWATCHES** (do not assume 'as is' will work for any colors, including grays). Use the colors on the right side of the **COLOR BRIDGE** fanbook



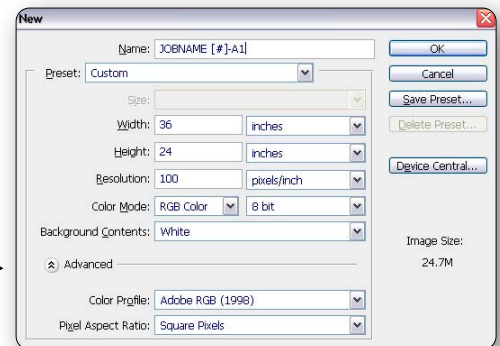
- Use of **TRANSPARENCY** on any color **VOIDS PMS VALUES** - colors will print 'as is'
- Make sure **ALL RASTER FILES ARE 'LINKED'** into the document, embedded images will not print correctly (including embedded drop shadows)
- Build **GRADIENTS** as percentages of a single pms color (use .5% or more when possible)
- All files should include **.25" OF BLEED** on all sides of artwork. Add bleed to the raster artwork in photoshop, do not 'stretch' the image in illustrator
- AVOID HAVING SMALL TEXT CROSS PANEL BREAKS** when possible
- Keep critical elements (logos, text, etc) at least 2" away from all edges of panel, some graphics may require a larger safe area - refer to provided grid.
- Do not design with borders on mural artwork, as consistent width cannot be guaranteed
- Make sure **ALL TEXT IS SPELL-CHECKED AND THEN OUTLINED** before sending
- Send an editable file and fonts if we will be required to make text edits
- Uncheck 'Create PDF Compatible File' when saving your file



ILLUSTRATOR NEW DOCUMENT SETUP



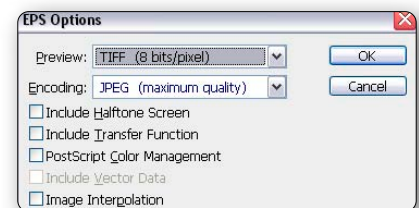
'PLACE' IMAGE DIALOG BOX



PHOTOSHOP NEW DOCUMENT SETUP

2 PHOTOSHOP SETTINGS

- Images should be setup in **PHOTOSHOP** at full size (including bleed) at **100 PPI** (pixels/inch)
- Use **RGB COLOR** mode for all photoshop documents
- ADD NOISE** (typ. 2% -4%) to large **FLAT COLOR AREAS** and **GRADIENTS** created in Photoshop
- PREVIEW** all areas of file at **100%** before sending
- Raster images should be saved as **PHOTOSHOP EPS** files with **JPEG (MAX. QUALITY)** and a **TIFF 8-BIT PREVIEW**



EPS 'SAVE' DIALOG BOX

3 FILE DELIVERY INSTRUCTIONS

- compress all files (AI & EPS) into a single **ZIP** folder
- files **LARGER THAN 150Mb** will need to be sent via **CD/DVD** or **FLASH DRIVE**
- files **SMALLER THAN 150Mb** should be uploaded to the **ATLANTIC FTP SITE**
- send a **PDF COPY** of artwork and **FILENAME** of upload to e-mail address below and your sales consultant / project manager

ATLANTIC FTP INFO (MAC)

host: 98.141.224.69
username: client
password: Hershey

ATLANTIC FTP INFO (WIN)

ftp://client:Hershey@98.141.224.69/
url: ftp://98.141.224.69
username: client
password: Hershey

▶ **INTERNET EXPLORER 7.0** or later, select '**VIEW**' then '**OPEN FTP SITE...**'

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