

CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

Our desire is to provide you with the best quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. It's purpose is to assist you in the process of creating and submitting artwork. If you are sending us completed, print ready files please pass this information to your graphic designer or art department. Two overall considerations for submitting acceptable artwork, one involves proper file format and resolution to avoid poor image reproduction, and the other is proper color matching information. Correct communication for both will ensure the accurate reproduction of your artwork.

Please Provide the Following When Submitting Artwork

RASTER ART (photos, logos containing any continuous tone images):

- Art Submitted at 1:1 (100%), resolution should be no less that 150dpi
- Art Submitted at 2:1 (50%), resolution should be no less that 300dpi

VECTOR ART:

- All vector type art is scalable to any size. Please provide files in the formats listed below

BLEEDS AND MARGINS:

- No Bleed is required, we will add when necessary
- Margins, please consider at least 1" margin around your artwork to be the "Viewable / Live Area"

FONTS and LINKS:

- Supply all fonts used in your design, convert fonts when possible to insure proper type reproduction
- Supply all links used in your document. (Images, Logos etc.) Embed links when necessary

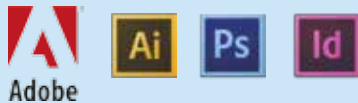
COLOR (when color match is required follow these requirements):

- Provide all PMS colors when applicable
- When designing using CMYK color, please provide accurate color samples of artwork being reproduced
- We do not recommend designing in an RGB color space, please convert to CMYK prior to submitting

Acceptable Software Formats

We are capable of accepting files produced on both Mac and Windows platforms.

Freeman works extensively with Adobe Creative Suite software.



Please contact your account manager should you require additional information or a list of alternatives.

Acceptable File Types

Files that we have found to consistently provide acceptable results in order of preference:

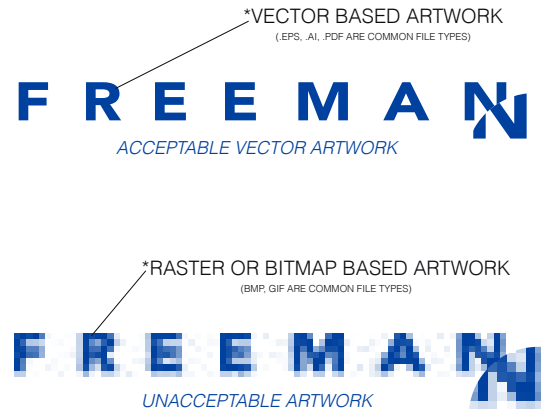
VECTOR ART: EPS, AI, PDF

RASTER OR BITMAP ART: PSD, TIFF, JPG, EPS

We have found that the following file types produce undesirable results and therefore can not be accepted:

GIF, BMP, Word processing or database files (Word, Excel, Powerpoint)

ARTWORK EXAMPLES



RASTER ARTWORK EXAMPLES

Acceptable Photo Artwork:



Example: 28mb TIFF File

Not Acceptable Photo Artwork:



Example: 8k GIF File

Ways to Submit Final Artwork

Artwork files that are of acceptable resolution / format as listed, will typically be too large to send via email. Files below 10MB can delivered via email. Larger files can be sent via disc or uploaded to the Freeman FTP site.

Please contact your account manager or graphics specialist for current FTP credentials.

To insure that all artwork is received and output properly, it is highly recommended that an accompanying PDF be sent or emailed along with your files. A PDF will allow viewers to see the intended artwork without the use of editing software in, Adobe Acrobat.

If you have any additional questions or would like to submit artwork via alternative methods you may contact your account manager.

Please visit us at:

www.freemanco.com