



## **ARTWORK SPECIFICATIONS**

Exhibit Systems Inc. (ESI) requires the following parameters be met when providing prints and photo ready digital artwork for printing, photo production, or any graphic artwork production.

**ESI is PC based and requires all files in a PC format or cross-platform file like .eps.**

## **MEDIA TYPES**

We support the following PC formatted media types only. At additional cost and extended lead times, we can provide a conversion to an accepted media.

-CD ROM

-email files under 10 MB to [graphics@ExhibitSystemsInc.com](mailto:graphics@ExhibitSystemsInc.com)

-upload to <ftp://ftp.exhibitrentalchicago.com> (Call for username & password)

## **SOFTWARE APPLICATIONS**

The following is a list of PC-based graphic software supported by ESI

-Adobe Illustrator CS6

-Adobe PhotoShop CS6

-Microsoft Office – Word, Excel and Power Point

-AutoCAD 2015

Notes:

If you have a MAC computer many programs will allow you to save graphics in their PC equivalent. ESI is not responsible for any changes in the graphics due to conversions. Cross-platform files formats like .EPS work in most cases. Make sure you **save all embedded links** and **convert ALL fonts to outlines** in the files you are sending. Any modifications will be billed hourly at our going rate.

## **SUBMITTAL SPECIFICATIONS**

- 1) A directory showing all files sent including fonts and placed images.
- 2) Any files included that are not being used for the present job should be in a separate directory labeled "DO NOT USE."
- 3) All files should be set up with bleed and crop marks. Always include the final visual area in the file. This will insure that all hard copies will be dimensioned correctly.
- 4) If .EPS file does not include placed images or font information. Those separate files will still need to be provided, or embedded in the main file.
- 5) **Send files in VECTOR format whenever possible. Vinyl (cut) graphics must be sent in a VECTOR format to work. Conversion from RASTER to VECTOR can get expensive.**
- 6) **Artwork files must be set at full size with a minimum of 75-100 dpi.**
- 7) The resolution of artwork work provided can not be increased.
- 8) If you have any special instructions, please include them in your package. Please include the designer's name and where they can be contacted.
- 9) Proof your designs. Although we make an effort to check provided information as a courtesy, we cannot be held responsible for typos or other graphic errors supplied in the files.

## **COLOR MATCHING**

- Please indicate if there are particular colors that are important to match.
- If there are, you must specify PMS colors, Your computer monitor is NOT an accurate indicator of color and should not be used for color decisions.
- Colors in digital photography do not reproduce well. If you need to match a specific PMS color, we will need the PMS number. If you don't have a PMS number we will use the color in the file as is. If you can not provide a PMS color we cannot be held responsible for a poor color match.

## **TYPE FACE(s)**

- Unless all your type has been created as outlines, you will need to provide us with all printer and screen fonts that are used in your document, even standard fonts. It is important to double-check that you have used the typefaces that you intended to use.

## **SCANS**

- Scans in a print ready file need to have a resolution of 100dpi or higher at final output size (i.e. 200dpi at half size 400dpi at quarter size etc.)
- Provided scans should be saved as RGB Images with LZW compression. Do not use JPEG compression. It throws away color information and causes images to have more contrast.

## **GRAPHIC PRINTING TURNAROUND TIMES**

Normal turnaround times for printing digital artwork is ten (20) working days from receipt of artwork and a valid order. Add two (2) days for each set of proofs required. More Extensive jobs may require more time, refer to your quote. Rush jobs will be subject to rush charges, check your order.