

# Aerial Banner Spec Sheet

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## Billboard Banner Specification:

To send art work please follow the directions listed below, this is the best way for production approval:

### FONTS:

Convert fonts to outlines, paths, or curves. Remember to unlock **all** elements and select **all** before converting. This assures that nothing is missed. In Quark or other applications that cannot convert fonts, be sure to include both the screen and printer fonts for **all** fonts used in the native file and any support files. Remember that Photoshop uses fonts and if we need to scale your artwork we will need these fonts. Missing support files and fonts are the main cause of delays.

### COLOR:

Provide **all** raster images in CMYK. If you are using any other colorspace (RGB, Duotone, Lab, etc.), convert the file to CMYK (US web coated SWOP II) before sending it to us. This will give you a better idea of what the color will really look like. We do not print metallic, day-glo, or fluorescent colors.

When using PMS colors, make sure you specify the PMS color in your file. Do not specify CMYK values or percentages of PMS colors. Remember also that PMS colors will be printed in CMYK. Be aware that some PMS colors cannot be matched exactly in the CMYK process. We use the Pantone Solid To Process Guide Coated as our color matching standard. Please use this same guide to verify how your PMS colors will be reproduced under CMYK. To order this guide, go to [www.pantone.com](http://www.pantone.com)

### RASTER IMAGE RESOLUTION:

Images that are scanned or created in raster image programs should be sized at a scale of 1" : 1' ( 1 inch creative = 1 foot actual). At this scale, use 100 - 200 dpi in your native file.

We accept the following formats:

Mac or PC: Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Adobe Acrobat

We support Adobe CS4,

File types that work best: .eps, .tif, .ai, .indd, .qxd, .psd, .jpg, .cdr, or .pdf. If there is any doubt, please call to confirm if we support the software or file type you are using.