



EVENT MEDIA MANAGEMENT

Font information

- * Please include screen and printer fonts if not converted to graphics.
 - * If fonts are converted to graphics, scale them to final output size.
- In Freehand(tm), "convert to paths". in Illustrator(tm), "create outlines".
- * True Type or Type 1 fonts are the only acceptable format.

Avoiding Postscript Errors

- * Excessive points are prone to postscript errors.
- * DO NOT nest other EPS files in your document when saving or exporting again to EPS.

Clipping and Crops

- * Photoshop(tm) clipping paths should contain the fewest number of points possible to define the path.
- * Crop marks or trim lines should be used on all images.

Scanning for Large Format

- * All scans should be imported as CMYK TIFF or EPS. No channels other than CMYK.
- * DO NOT use DCS JPEG or LZW compressed files.
- * DPI should be determined by the final output size. Please refer to File Resolution.

File Resolution

Near photographic quality can be achieved with raster images when applying the following:

- * Typically, 100 pixels per inch is a more than acceptable final output resolution
- * Please refer to the following guideline for suggested final output resolution
- * Use very high resolution of 100 PPI at final output for arms length viewing or less
- * Use high resolution of 75 PPI at final output for a 5' to 10' viewing distance
- * Use standard resolution of 50 PPI at final output for a 15' or greater viewing distance or greater
- * Use bus wrap resolution of 25 PPI at final output for background images only

To determine the final output PPI resolution, divide the creative PPI by the number of times the creative will be enlarged for final output. Example: If the creative is 1/15th scale of the final output and the creative PPI is 1200, the final output PPI will be 80. (1200 / 15 = 80)

For clarification to any issue, please do not hesitate to call anytime at (360) 828-0154