

# KRAMER

G R A P H I C S

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## Digital Art Preparation Guidelines

### Outdoor

#### Bleeds and Juniors

Artwork set up CMYK using the *U.S. Web Coated (SWOP) v2* color profile. At reduced scale of 1" = 20", file size should be 300 dpi.

#### Bulletins, Wallscapes

Artwork set up CMYK using the *U.S. Web Coated (SWOP) v2* color profile. At reduced scale of 1" = 20", file size should be 300 dpi. For vinyls and wallscapes, include 8" bleed at full-size. Indicate image crops.

### Indoor

#### P.O.P. Direct to Substrate, 4/c process

Artwork set up CMYK using the *U.S. Web Coated (SWOP) v2* color profile. At full-size, file should be 150 dpi, or 600 dpi at 1/4<sup>th</sup> size.

#### P.O.P. D-Prints/D-Trans, RGB, photographic

Artwork set up RGB using the *Adobe RGB (1998)* color profile. At full-size, file should be 200 dpi, or 800 dpi at 1/4<sup>th</sup> size.

#### P.O.P. Dye-Sublimation, 4/c process

Artwork set up CMYK using the *U.S. Web Coated (SWOP) v2* color profile. At full-size, file should be 150 dpi, or 600 dpi at 1/4<sup>th</sup> size.

## Types of Electronic Art Accepted

*Drawing applications:* CorelDRAW 13.0, Adobe Illustrator CS4, Freehand MX. Please provide document file. All fonts should be embedded or converted to curves. When submitting Corel Draw files, file should be converted to a tiff.

*Layout applications:* QuarkXPress 8.0, Adobe InDesign CS4. Please provide document file. Include fonts.

*Photo applications:* Photoshop CS4. Please include document file. Rasterize all type layers.

*File Types:* PDF, JPEG, TIF, EPS. All fonts should be embedded.

## General Guidelines

Provide color proofs if critical color match is required. If PMS colors are used within 4/c process file, indicate each PMS color used. Note: not all PMS colors match using 4/c process. Files must be proportionate to final output size. Specify final size and percentage of enlargement.

## Upload Files to our Web Site

[www.kramergraphics.com](http://www.kramergraphics.com)

## Upload Files to our FTP Server using FTP Software

[ftp.kramergraphics.com](ftp://kramergraphics.com)

Please call for login name and password.