



# Technical Information & Art/File Specs for Large Format

## File Formats.

We accept the following file formats:

(MAC or PC) .AI (Adobe Illustrator) .QXP (QuarkXpress) .FHD (Freehand) .PDF (Adobe Acrobat) Photoshop files (any format, .eps or .tif are preferred)

Photoshop 7 users must send psd files with layers and fonts to preserve vector data.

All other applications can be exported as .tif, .eps or any of the above.

## Media.

We accept the following removable media:

(MAC or PC) 3.5" HD floppy disk Zip 100 or 250 CD-ROM, DVD-R

Email: [art@madisonmobilemedia.com](mailto:art@madisonmobilemedia.com)

Please send us an accurate printout, pdf or jpeg of your layout to insure proper reproduction of your artwork.

## Resolution & Scanning.

We provide scanning services for optimum output. If you are scanning the artwork yourself, keep in mind that digital output requires a much higher resolution than other forms of printing. Your image should have a minimum resolution of 50ppi (pixels per inch) at actual size. This means that if you are sending a file at halfsize, your minimum resolution should be 100ppi. 50ppi roughly translates to 1MB per sq foot (RGB scan). A good guideline is a 60" x 60" (25 sq feet) Adobe Photoshop file for output should contain approximately 25MB of RGB information, 35MB of CMYK information. Most scanners are RGB but please send us CMYK files only.

If your image is lower resolution than what we request, simply increasing the PPI is not sufficient. You must rescan the image using our 50ppi at actual size guidelines.

For High Resolution Inkjet Printing we require a minimum of 75 ppi at actual size.

If your Adobe Photoshop files are getting excessively large, save them as a Photoshop EPS using JPEG (Maximum Quality) encoding or as a TIFF using LZW compression. This will compress your files with no noticeable loss in quality.

## Colors.

Many color systems are hard to match, therefore please send an accurate color copy of the image, color chips or color reference (use Pantone coated or Pantone process); we will match your choices as closely as possible. Without an accurate color hard copy or Pantone numbers, we cannot guarantee an accurate color match. Please send us CMYK images and notify us what we are to use as the color reference.

## Fonts.

Please send all fonts used in the file(s). These include the postscript font (type 1) and the corresponding suitcase.

Avoid using TrueType fonts. Whenever possible, convert all type to curves, paths or outlines. PC-based font files must be converted to curves or paths. This will eliminate the need to send fonts. We can accept PC-based font files, however extras charges will apply. We recommend against using text in Photoshop versions earlier than 7.

## Artwork.

Photographs (semi glossy preferred). Transparencies (no larger than 10" x 10"). Original artwork (not recommended for possible loss or damage in shipping). Please be advised that a high gloss finish will reflect more light in a scanner and result in an image that looks slightly washed out. Matte finish is unacceptable because of poor results in scanning. Negatives usually produce a color shift; a positive color print of the negative should be provided with the negative. Examine the photo before sending and note scratches and imperfections. Depending on the severity of the imperfections an additional charge might be needed to clean up scan.

## Layout.

Please send us an accurate printout, pdf or jpeg of your layout to insure proper reproduction of your artwork. If your image has been built in a layout program such as Quark XPress, Freehand, or Illustrator, you must include all fonts and support files (such as Adobe Photoshop images) as linked images and provide the Photoshop image separately. Slight color corrections are often made to these types of files; embedding these images makes this impossible.

## Editing.

If your image requires editing due to poor quality artwork, low resolution, etc., you will be charged at our hourly shop rate. We will notify you to discuss the particulars and get approval before starting. Problems that may incur editing charges include copy changes, missing fonts, incorrect or missing color references, embedded rather than linked images, low resolution Photoshop files or missing support files.