

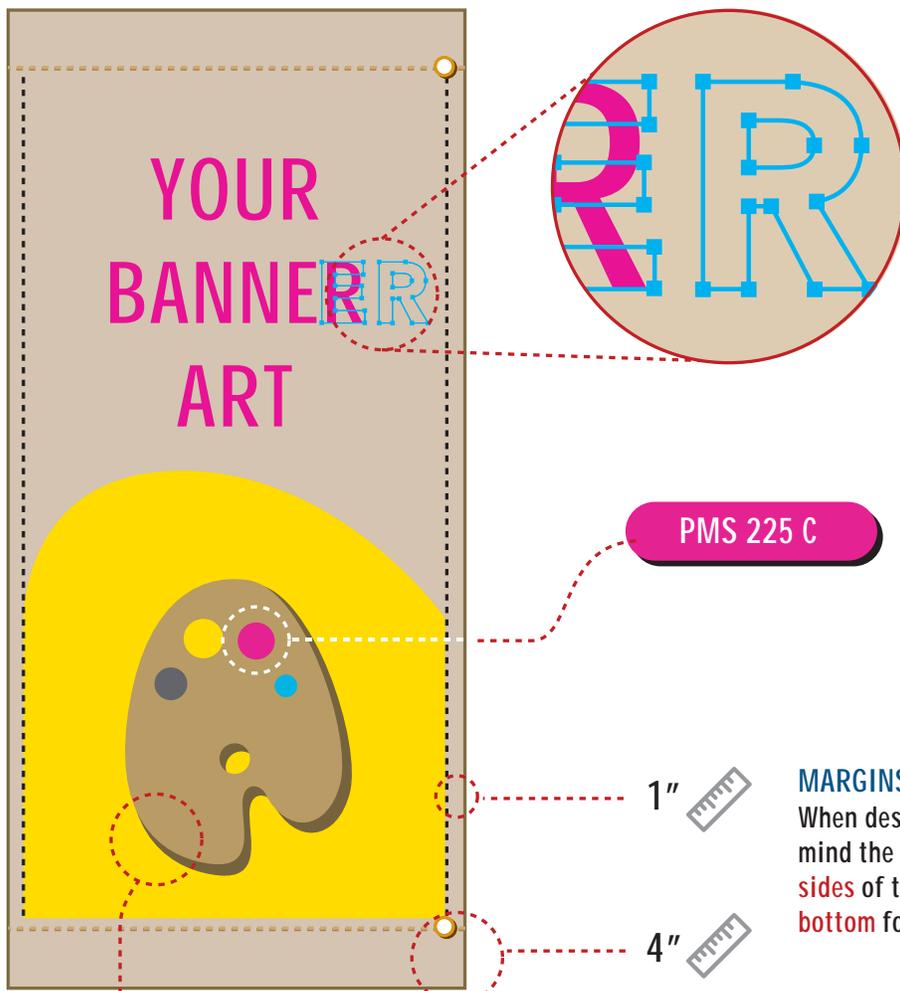
# Artwork Requirements

Whether sending artwork from a PC or Macintosh environment;

Please send files in one of the following formats:

- 1.) .PDF (\*Recommended File Format)
- 2.) Encapsulated PostScript (.eps)
- 3.) Adobe Illustrator (.ai) (CS6 or earlier versions)
- 4.) InDesign (.indd) (CS6 or earlier versions)

\*PDF files should be included with all artwork submitted to Material Promotions.



## OUTLINE TEXT/FONTS:

If you are sending files that have text, **convert the text to curves or paths** or include the font file with your submission.

## SPECIFY PMS COLORS:

Production: For production purposes provide a color copy of your artwork, or a PDF file. **Please include or indicate PMS** (Pantone Matching System) color codes for all spot colors including background color. Depending on the application, please indicate whether the PMS colors are coated or uncoated.

## MARGINS:

When designing artwork for a banner please keep in mind the finishing process. Allow at least **1" on the sides** of the banner and allow at least **4" on the top and bottom** for pole pockets.

## Vector Artwork:

All artwork should be **line art** (vector). Final submitted designs should not include raster text or images.

For your convenience, after we have analyzed your artwork and made any necessary changes we will send you an art approval form for your review.