MATERIAL PROMOTIONS

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 (.idml) (CS6 or earlier versions)

*<u>PDF files should be included with all artwork</u> submitted tot Material Promotions.

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Step 1: (Note: Final banner dimensions are for example purposes only.
Pocket and side bleed dimensions are the same regardless of final size.)

30″

YOUR
BANNER
ART

60″

1.) Create Artboard:
Start your artboard at the final size of your print
with no bleeds.

(E.g. If your final banner size will be 30″x60″ set your
artboard size to 30″x60″.)

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.

Step 2:

33″

68″

YOUR
BANNER
ART

1.5″

4″

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Step 3:

3.) Add mirrors Hem:

• Top: Duplicate art and rotate 180 degrees, align the bottom of the art to the top.

• Bottom: Duplicate art and rotate 180 degrees, align the top of the art to the bottom.

• Left Side Hem: Duplicate art and move to the left of the banner. Align the two. (No rotating)

• Right Side Hem: Duplicate art and move to the right of the banner. Align the two. (No rotating)

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YOUR BANNER ART

3.) Add mirrors Hem:
• Top: Duplicate art and rotate 180 degrees, align the bottom of the art to the top.

• Bottom: Duplicate art and rotate 180 degrees, align the top of the art to the bottom.

• Left Side Hem: Duplicate art and move to the left of the banner. Align the two. (No rotating)

• Right Side Hem: Duplicate art and move to the right of the banner. Align the two. (No rotating)

File Types: PDF, PSD, TIF, EPS, AI, JPG
Artboard Size: Actual Size in Inches
Resolution: 150dpi (300dpi 1/2 sign size)
Color Space: RGB
Text: Convert to Outlines, if possible
Layers: Flatten to a Background Layer
Compression: Zip files if necessary

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