

All graphic prices are based on receiving **READY TO PRINT** artwork supplied on or prior to the artwork deadline date given to you upon order confirmation. To ensure proper submission and timely delivery, please read the following guide carefully.

Artwork Submission Process

- Review** the Artwork Details document(s) for your graphic order. *(If you did not receive this document please contact us immediately.)*
- Create** your artwork according to these specifications.
- Submit** your artwork using the instructions below.
- Approve** proof, sent via email, for print. *(NOTE: This approval must be received at least 10 business days prior to desired delivery date within continental US to avoid delaying completion or incurring rush charges.)*

RUSH Printing/Shipping

Graphic printing typically takes about five business days from the date proof approval is received. Depending on location, shipping within the continental U.S. usually takes an additional five business days.

If you require a faster printing time, a rush charge may be applied to your graphics order.

- 1 Day Priority Printing -- +50% Upcharge**
- 2 Day Priority Printing -- +25% Upcharge**

We will endeavor to minimize your costs wherever possible, and can offer rush shipping quotes as well. It is very important to contact us immediately if you need rush printing or shipping.

Submitting Artwork

When you're ready to submit your print ready artwork, use one of the following options. Be sure to always include your name, order number, and contact information with every submission.

FTP: Go to www.advatumdisplays.com (FTP link in footer)

Email: Send files less than 5MB to artwork@advatum.com

Mail: Send CD, DVD, or Zip Disk to:

REF: (Order #)
Advatum - Artwork Dept.
1550 Bayly Street, Unit #18
Pickering, ON L1W 3W1



We're happy to assist you in every aspect of the design and production process, and someone is always on hand to offer advice, guidance, and support.

1-866-637-7627

Technical Specifications

Application Formats

We accept Adobe Illustrator® 8.0 to CS3, Adobe Photoshop® 6.0 to CS3. **File types should be TIFF, EPS, PSD, or PDF.** If you're working with Adobe InDesign® please export them as one of these file types.

File Layout

Artwork should be sized to final output size. Create layout as one page, do not separate the panels. For dimensions, please refer to the Artwork Details document for your order. If you did not receive this document please contact us right away.

Proportions

Set up your files at 100% of the final output size. If this isn't possible, set up proportionally at 50% (200 ppi) or 25% (400 ppi) of the final output size. Do not go smaller than 25%.

Resolution & Pixel Based Images

Images or scans should have a minimum resolution of 100 ppi (pixels per inch). Image resolution at capture should be appropriate for final output size (i.e. output a 30" by 40" image at 100 ppi or 50% the actual size - 15" by 20" image at 200 ppi).

Vector Images

Where possible, please use vector based images for logos and other illustrated images in your layout. Vector images can be enlarged almost indefinitely while retaining sharp lines, clean edges and consistent color. Adobe Illustrator® .EPS file formats are most recommended.

Fonts

Convert all text to outlines/paths.

Color

All artwork is converted to and printed in CMYK. If you require a color to match a Pantone® color, please specify the PMS value when submitting your files. Pantone® colors will be closely matched when they (vector art) are submitted as an .EPS file. Though colors will be close, precise color matching cannot be guaranteed.

Rich Black

Prevent inconsistent blacks by using rich blacks consistently throughout the layout. Create a custom color for black as:
 Cyan 40% / Magenta 30% / Yellow 20% / Black (K) 100%