



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.

The Artwork Submission Process

1 Review

Review the Artwork Details document(s) for your graphic order. If you did not receive this document, please contact us immediately!

2 Create

Create your artwork according to these specifications:

3 Submit

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

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

E-mail: Send files less than 5MB to artwork@advatum.com

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

REF: (order #)
Advatum Artwork
1845 Sandstone Manor, Unit #10
Pickering, ON L1W 3X9

4 Approve

Approve the proof, sent via e-mail, for print.

NOTE: This approval must be received at least 10 business days prior to the desired delivery date within continental U.S. to avoid delaying completion or incurring rush charges.

On Rush Printing/Shipping

Graphic printing typically takes about 5 business days from the date proof approval is received. Depending on location, shipping within the continental U.S. usually takes an additional 5 business days.

If you require faster printing time, a rush charge will 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.

Acceptable File Formats:

- AI (only Adobe Illustrator versions 8.0 to CS4)
- PSD (only Adobe Photoshop versions 6.0 to CS4)
- TIFF • EPS • PDF

NOTE: There are NO EXCEPTIONS to the list of approved file formats. Please ensure that any files sent to us are converted into one of the types listed above.

File Layout:

Artwork should be sized to final output size. Create the layout as one page, and do not separate 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 is not possible, set up proportionally at 50% (200 dpi/ppi) or 25% (400dpi/ppi) of the final output size. Do not go smaller than 25%.

Resolution and 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 colour. Illustrator .EPS file formats are most recommended for vectors.

Fonts

Convert all text to outlines/paths.

Colour

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

Rich Black

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