

Banner Works

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Custom Banner Art Requirements for Four Color Process Printing

Help Us Help You!

Want to save time and money on your project? It can be done! Have your art department or design agency follow our Digital File Guidelines to reduce the amount of time needed to prepare your files for printing. Less time equals less dollars spent! It's that easy.

If needed, our art department will make any corrections to your supplied files to make them print ready. Our art time is billed at \$55.00 per hour. We will always contact you before making the corrections so that we can obtain your permission for the extra charges.

Preferred File Types

Program/App	PC	Mac	Notes
Freehand 8.0	☺	☺	Convert Text to Paths
Illustrator 8.0	☺	☺	Save Text as Outlines
QuarkXpress 4.01	☺	☺	Send Linked Files & Fonts
PageMaker 6.0	☺	☺	Send Linked Files & Fonts
Photoshop 5.5	☺	☺	Use CMYK Color Space
CorelDraw! 8.0	☺	☺	Convert Text to Paths

If you are working in a program/application that has a higher version number, please save your file to the version number noted above for each specific program/app.



True Type Font

Used universally on PC and Mac Platforms.



Postscript Font

Mac platform. Must have both the screen & printer fonts included to work properly.

Fonts

In most cases we prefer that fonts be converted to outlines or paths, if that option isn't available please be sure to send your font files with your art. PC fonts are okay too, we have the tools to convert them to Mac format! In the event that fonts aren't included with your art we will search our library for the needed font(s) — although rare, we may have to ask you to send a font that isn't in our database.

Linked Files

Please be sure to include all linked images and art that have been imported into your page layout program.

Image Resolution and Color Space

Photoshop, eps and tiff files should be supplied at 100% of final size at a resolution of 150 pixels per inch. If possible, send the original layered file along with a flattened eps or tiff. Images should not be compressed with JPEG, GIF or LZW options or ugly little "artifacts" become embedded into the image. Always build your image files in CMYK color space. Duotones should always be built in Photoshop, never force duotone color on greyscale images in Quark or Illustrator.

Weird Programs/Applications

Using the traditional graphics programs noted above is the best way to submit your files to us. We can open files created in Microsoft Word and other non-traditional programs but we must recreate the file in a graphics application before we can send it to our imaging devices.

Disks and Media

We can accept your submitted files on •CD-Rom •100 mb Zip disk •1 gb Jaz disk •Floppy disk •email. Please note that our email server limits file size to 3mb or less. Also be sure to include a color hard copy of your project, if sending black & white mark all elements for color.

Custom Gradients

Please build all color gradients in Illustrator or Photoshop using a gradient fill for a selected object. Do not use Illustrator's Gradient Tool or build your gradient in Quark, both of those methods use a stepped gradient that will cause banding and put a huge processor load on our RIP equipment which may crash the RIP or cause serious problems with the final gradient.

Pocket Margins for Light Pole Banners

There is a 4" margin for pockets on our light pole banner specs. It is okay to build background color and simple objects into the margins but complex images and text should not be placed into pocket margins.