

Wide Format Artwork Specifications

Preferred Programs

Adobe Acrobat (PDF)
Adobe InDesign
QuarkXPress

Three Ways to Submit Your Files

Email

Email your files to your Econoprint Service Representative (if below 5 MB).

FTP

As a service to our customers, Econoprint maintains an FTP site that allows anonymous uploads. This means that you can send us a file at any time without needing a username or password. Type the following in your address bar and press enter <http://www.epdigital.com/send-files/>.

Disks

CDs are highly reliable. However, you should avoid using rewritable (RW) CDs. We also accept flash drives.

Graphics and Images

- We recommend you save your photos and photoshop files as RGB.
- Vector art can be CMYK.

Fonts

- All fonts should be supplied with the file when submitting a job.
- All versions of the font used (e.g., Arial Bold, Arial, Arial Italic) should be included.

Bleeds

When you do not want a white border on your print and you want the image to extend beyond the edge of the page it is required for you to supply 1/8" bleed over the edge.

Size

We prefer files set up to print at 100% scale. You can set up files at 1/4 or 1/2 size only if necessary. But remember to increase your resolution accordingly. Must be proportional to final size.

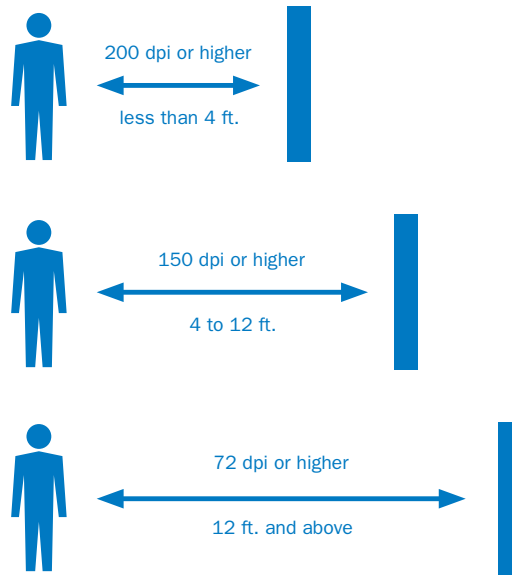
Example

25% Scale = 600 dpi resolution
50% Scale = 300 dpi resolution
100% Scale = 150 dpi resolution

Resolution

Viewing distance governs the image quality. Use the following rule of thumb to determine image resolution:

- Close viewing less than 4 feet, 200 dpi minimum.
- Medium viewing 4 to 12 feet, 150 dpi minimum.
- Distance 12 feet and above, 72 dpi at full finished size.



DESIGN TIPS

Vector images are your friend

Not only do vector images scale up or down perfectly, they also have a much smaller file size which reduces the slowdown on your computer. Anyone who's ever worked on a several hundred megabyte Photoshop file knows how painful that can be. Files built in Illustrator can be faster and easier to work on.

Font Legibility

Most large format pieces are designed to be viewed from a distance. Be sure to use large text sizes that are very easy to read. Avoid elaborate fonts with details that will blend into your design. You'll also want to consider the contrast and how busy the layout is to prevent your type from getting lost in your design.

Take a step back

Stand about 10–20 feet away from your monitor and see if your design still looks and works great when viewed from a distance.

Print A Small Scaled Sample

Printing a smaller scaled version on an 11x17 or equivalent will help you to catch misalignment or other issues before you send it off to the printer. Econoprint also offers proofs of a section of the artwork. Ask your rep for more information.

Gradients

We do not recommend gradients. Gradients are commonly used in printing and in most instances work fine. However, in large format printing banding can occur.



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