

Both the pop-up system and roll-up banner stands require graphics. These are produced as digital prints and are photographic quality. For added durability they are laminated with a protective seal.

Successful production assumes that we receive ready to use and finished artwork from either you or an appointed graphic designer.

Please start the artwork process by simply printing these pages and carefully following the instructions below.

We request that the artwork is supplied to us on a CD with a colour printout. Alternatively you can supply us with the artwork via our FTP site or via email (up to 5MB). If you are sending us the artwork via our FTP site or by email, please ensure you include a low resolution visual file (PDF or jpg).

The colour printout or low resolution visual file should be labelled with dimensions and any important Pantone™ references from which we will endeavour to achieve the closest possible match.

Once your artwork is finished, the package including the **CD** and **colour printout** should be sent to:

Exhibition Services Ltd

Unit 6
271 Merton Road
London
SW18 5JS

To send artwork via our FTP site please go to our FTP upload page at **www.weselldisplays.com**

To send artwork via email (up to 5MB), please forward to **info@exhibitionservices.com**

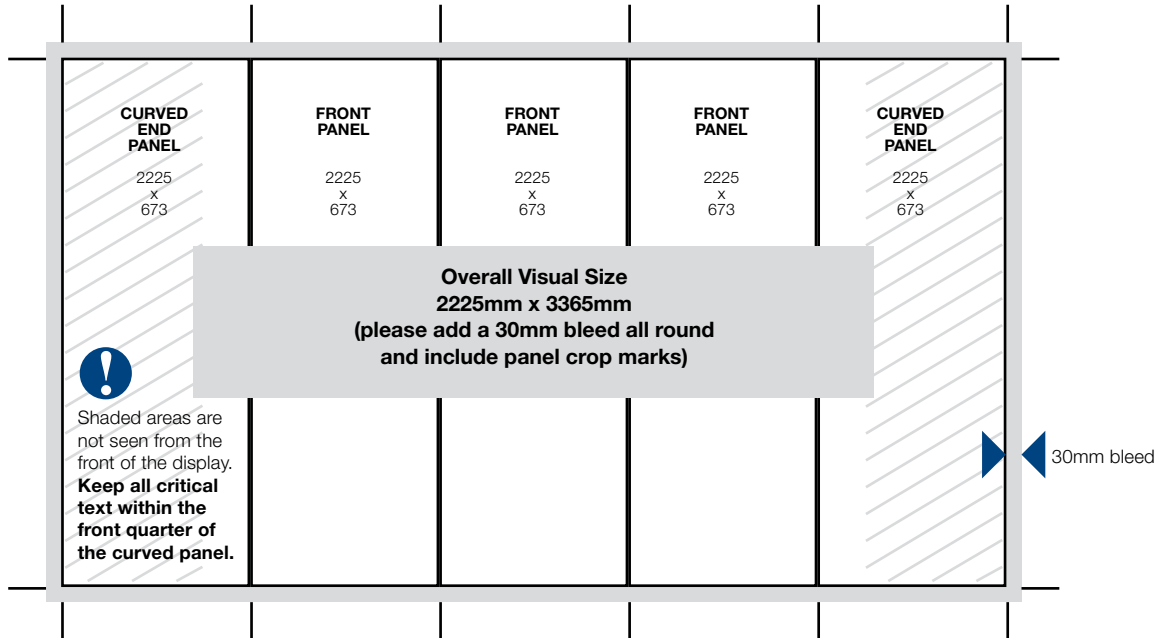
Further to receiving the finished artwork we will deliver your display within 7 days.

If you have any questions or need assistance, please do contact us on **020 8874 1787** or email **info@exhibitionservices.com**

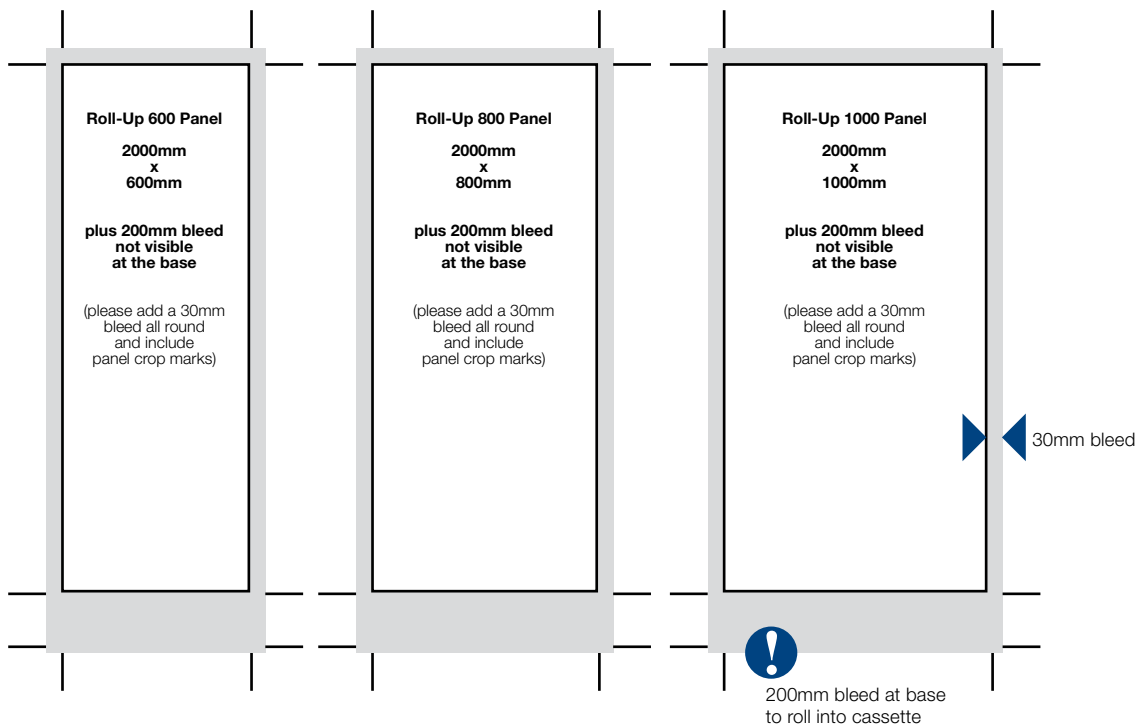


If none of this 'artwork' talk means anything to you but you'd still like a fantastic display with brilliantly designed graphics to match, then we can organise design and artwork services for you through one of our skilled designers at rates to suit your budget. Please contact us and we will arrange a designer to talk to you about your requirements.

Graphic 3x3 Pop-Up - Panel Sizes



Banner stand - Panel Sizes



File Saving Guidelines - Inkjet Prints

We can output your files direct from disk. Any artwork containing text, graphics or scanned images that can be created on a Macintosh or PC and saved as a TIFF or EPS (Encapsulated PostScript) file can be output in full colour.

Detailed below are some basic Do's and Don't's when creating files:

- 1 Preferred Software: QUARK EXPRESS and ADOBE INDESIGN (for final document artwork)
ADOBE PHOTOSHOP, ADOBE ILLUSTRATOR, MACROMEDIA FREEHAND.
- 2 Supply all original files along with any imported scans, logos, fonts etc.
- 3 Where possible import LZW Compressed TIFF files. If importing EPS files use 'single file' EPS files. Do not use DCS separation. Do not use JPEG files.
- 4 Do not use TrueType fonts and where possible avoid Multiple Master fonts.
- 5 Always supply an up-to-date colour print with all files, fully marked up with sizes, scales, fonts, software used and any other relevant information. Please work to whole scales i.e. 1:4, 1:10 etc.
- 6 We will attempt to match any colour swatches supplied, however the four colour process can only reproduce a certain range of colours. eg. it cannot reproduce all Pantone™ colours.

When saving files please note the following if you are using Illustrator or Photoshop:

- Adobe Illustrator - Save files in Illustrator 5, 6, 10 or CS format. Do not save in Illustrator 7 or 9. Avoid importing TIFFs in Illustrator.
- Adobe Photoshop - Supply CMYK TIFF files where possible. Remove any spare channels and flatten layers. If you have to use EPS files i.e. if using clipping paths please use 'single file' EPS rather than DCS separated. In the EPS saving dialogue box select '8-bit Macintosh preview' and 'binary encoding'.

Scanned files:

When printing scanned images direct from disk the most important factors to consider are that the quality and size of scan are correct. Please refer to the table below for your scanned images. We have calculated the approximate file sizes to supply, dependent on the final printed image size, **(eg. 30Mb per square metre for inkjet)**. The size of the origination will dictate the resolution to scan in at: e.g. a 1m² print, requiring a scanned image file size of 30Mb could either be scanned from a 35mm slide scanned at 1700 dpi or an A4 colour print scanned at 200 dpi.

INKJET (CMYK) - 30Mb per M ²	Finished print size	Optimum file size Mb
	3x3 Pop-up (5no. 2225 x 673panels)	225
	600 Banner stand (2000 x 600 panel)	30
	800 Banner stand (2000 x 800 panel)	48
	1000 Banner stand (2000 x 1000 panel)	60

Please refer to page 1/3 for details on where and how to send us the finished artwork.