

Acceptable file formats for printing:

EPS (Encapsulated Post Script), AI (Adobe Illustrator), PDF (Adobe PDF), PSD (Adobe Photoshop), CDR (Corel Draw), JPG (High Resolution JPEG), TIFF (High Resolution TIFF)

Vector Files:

These files are line art, scalable to any size and never lose resolution, image will stay clean and crisp.

Follow these tips for Vector Files:

EPS (CS2 or lower), AI (CS2 or lower), PDF. When submitting these files be sure you have converted all fonts to outlines or curves. Vector files can be submitted at any size proportionate to the banner size ordered, please be sure to note the scale when ordering.

Raster Files / Images

These files are pixel based images, so when the image/file is enlarged it may become blurry/pixelated if the image/file is not high resolution.

File Tips:

- Convert all text to outlines/curves
- Size design proportionate to the banner you are ordering
- In the case of large banner sizes resizing the graphics to a scale of 1/2 or 1/10
- To prevent any important text or images from falling onto the hemline or be interrupted by a grommet, you will want to keep that information at least 20cm away from edge of the design
- No bleeds are necessary
- Files that exceed 1 GB will not be accepted



Printing Process:

All products are printed using the Process color model CMYK (Cyan, Magenta, Yellow and Black ink), not all PMS colors can be matched 100%. If a specific PMS color is needed, please let us know when you submit the order, we will do our best to meet that specified color. If files are submitted in RGB, color shifting may take place and we will not be held responsible for the color shifting in RGB files.

Getting the "Best BLACK"

If you have a large area that you want solid black - we recommend using this CMYK breakdown - 40% Cyan, 40%Magenta, 40%Yellow, 100% Black . But be warned...

PLAIN BLACK	RICH BLACK
C-0%, M-0%, Y-0%, K-100%	C-40%, M-40%, Y-40%, K-100%

There are a few other techniques which have bad side affects. "RGB Black" = 000 - don't use black which when converted to CMYK makes the black out of all 4 colours the result is a less dense black in solid areas.

Don't use 100% of each colour - this may seem like a "good idea" but this will be rejected (like most printing houses) because of **TOO MUCH INK DOWN** and has **NO VISUAL DIFFERENCE** than the 40, 40, 40, 100 combination as shown above. **FOR TEXT or FINE LINES 100% black is fine VISUALLY** (because it is fine areas) but for solid areas and backgrounds then the rich black applies.

FONTS

As you can understand, there are millions of fonts and type styles available - free and commercial - if you send your artwork with a unique font in it - If we don't have that font it will not show. **THE SOLUTION** - The best method is to supply your artwork as a PDF - This actually embeds your font in the file then we can handle it from there. Another way is if you use a graphic program then there will be the ability to convert fonts to curves or outlines - this basically turns any fonts to a graphic object = not font issues.

SMALL FORMAT PRINTING

Below is a quick checklist you can use to ensure you are preparing files for print correctly. We're always available to provide free advice if you are stuck with any steps or require any more information.

- Hide template lines** – If working with one of our templates, locate the layer which displays the template lines and hide it before exporting.
- Ensure all images are high resolution** – It is recommended you use images that are 300dpi for all printed material.

Quality images from digital camera

Typical Sensor	Resolution (Width x Height)	Print Size & Quality	
		Excellent / 300dpi	Good / 200dpi
3MP	2048 x1536	18 x 13cm	25 x 20cm
4MP	2464 x 1632	20 x 15cm	30 x 20cm
6MP	3008 x 2000	25 x 20cm	38 x 25cm
8MP	3264 x 2448	30 x 20cm	41 x 30cm
10MP	3872 x 2592	33 x 23cm	48 x 33cm
12MP	4290 x 2800	38 x 25cm	53 x 36cm
16MP	4920 x 3264	43 x 28cm	61 x 41cm
36MP	7360 x 4912	61 x 41cm	91 x 61cm

Fonts – Outline or embed fonts before sending them to print. If this is not possible be sure to send through the fonts used together with the artwork.

Crop marks – When preparing the final artwork for print, include crop marks. Please don't add the printer marks (colour bars, file name, date of creation, registration marks etc).

Bleed – Elements that bleed (such as images or background colours) must extend min. 3mm beyond the edge of the page in order to avoid a visible white margin along the trimmed edges of the finished product.

Margins – Images and text that do not bleed must be placed no closer than 5mm from the trimmed edge of the page to avoid the risk of being cut off during production.

Colour mode – It is important to ensure all files are supplied in CMYK. This includes converting pantone colours to CMYK (unless your job is a specialty pantone print).

ARTWORK GUIDELINES & REQUIREMENTS

TABLE-RESOLUTIONS FORMATS - dpi by size

		WIDTH									
		1m	2m	3m	4m	5m	6m	7m	8m	9m	10m
HEIGHT	x										
	1m	300	200	150	100	72	72	60	50	40	40
	2m	200	150	150	96	72	60	60	50	40	40
	3m	150	150	100	80	60	60	50	50	40	40
	4m	100	96	80	72	60	50	50	50	40	40
	5m	72	72	60	60	50	50	50	40	40	40
	6m	72	60	60	50	50	50	50	40	40	40
	7m	60	60	50	50	50	50	40	40	40	40
	8m	50	50	50	50	40	40	40	40	32	32
	9m	40	40	40	40	40	40	40	32	32	32
	10m	40	40	40	40	40	40	40	32	32	32

example: 2m x 3m banner = 150dpi

SENDING ARTWORK

BY EMAIL

Please communicate with your account manager any relevant information regarding the job. Maximum file size preferred by email is 5MB. Files larger than this should be supplied on disk or upload on FTP.

e-mail: info@spikeymedia.com

UPLOAD FTP

You can also FTP artwork directly to our server. Please communicate with your account manager to arrange this if you require it. Please create folder with your company name and upload your design into this folder.

FTP: <ftp://ftp.spikeymedia.com>
 Login: artwork@spikeymedia.com
 Password: Spikey27

ON DISK

CD rom, DVD and USB memory sticks can be sent to: Spikey Media at the address at foot of page. Please include a hard copy of your artwork for reference, along with any useful information or instructions. Please quote the order reference number and include a contact name, email address and telephone number in case of a query. Don't forget to keep a copy of your file, in case we need you to undertake changes or corrections.

If you have any problems uploading your files or have any queries please contact us:

Phone: +61 3 9758 4225

E-mail: info@spikeymedia.com