

Saving Guidelines

File Supply:

Files can be supplied/transferred on the following media (please note all FTP details are case sensitive)

- CD / DVD
- **Email:** studio@ldaltd.com
- **FTP Server:** ftp.ldaltd.com
login name: ldaupload@ldaltd.com
password: LDAUP0109

File Formats:

We can accept artwork in the following formats

- Adobe InDesign CS3
- Adobe Illustrator CS3
- Adobe Photoshop CS3
- QuarkXpress 7

We can also accept generic graphic formats PDF, EPS, TIFF and JPEG

Bannerstands/Pull-ups

All artwork and images should be supplied in CMYK format. Please set your artwork to full scales ie. 1:1, 1:4, 1:10 etc., and where possible supply all original artwork files, including images and fonts. Banners require bleed at the bottom of the graphic (see shaded area on diagram) to attach to the system rolling mechanism. Please confirm bleed for the system you require to ensure you have the correct visual and actual sizes for the banner. Allow a minimum of 5mm bleed all round at finished size on all artworks and supply a final approved visual (A3/A4 colour laser printout or low res pdf) of the required graphics.

To ensure we produce the best quality finish from your artwork, we require a file size of 30Mb per square metre of image (CMYK) at full size. For example, if one image covers the whole of the banner then the file size would be **0.8m wide x 2.150m high x 30 (Mb per sq m) = 51.6Mb**. If the image covers approximately half the height of the bannerstand then the required file size would be halved, ie, **0.8m x 1.1m x 30Mb = 26.4Mb**.



Foamex panels

All artwork and images should be supplied in CMYK format. Please set your artwork to full scales ie, 1:1, 1:4, 1:10 etc., and where possible supply all original artwork files, including images and fonts. Allow a minimum of 5mm bleed all round at finished size on all artworks and supply a final approved visual (A3/A4 colour laser printout or low res pdf) of the required graphics.

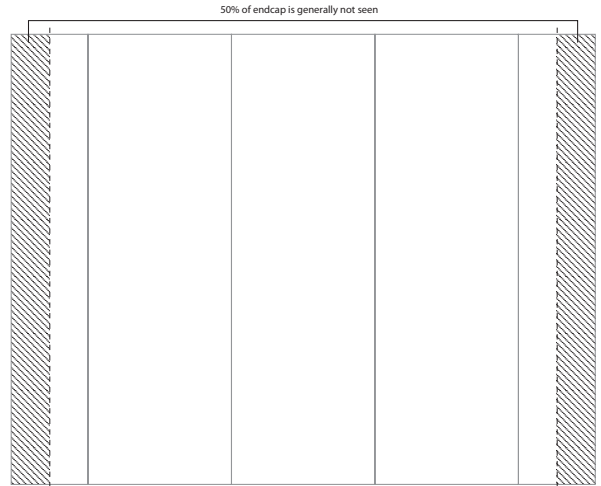
To ensure we produce the best quality finish from your artwork, we require a file size of 30Mb per square metre of image (CMYK) at full size. For example, if one image covers the whole of an A1 sized foamex panel then the file size would be **0.594m wide x 0.84m high x 30 (Mb per sq m) = 15Mb**. If the image covers approximately half the area of the foamex panel then the required file size would be halved, ie, **0.594m x 0.42m x 30Mb = 7.5Mb**.

Pop-ups

All artwork and images should be supplied in CMYK format. Please set your artwork to full scales ie. 1:1, 1:4, 1:10 etc., and where possible supply all original artwork files, including images and fonts. Allow a minimum of 5mm bleed all round at finished size on all artworks and supply a final approved visual (A3/A4 colour laser printout or low res pdf) of the required graphics. Artwork for multi-drop systems can be produced as individual drops tiled together or as one flat artwork ensuring relevant bleeds are applied as necessary. When producing artwork for multi-drop systems please avoid smaller text (under 50mm cap height at finished size) flowing across system joins to avoid problems of legibility.

To ensure we produce the best quality finish from your artwork, we require a file size of 30Mb per square metre of image (CMYK) at full size. For example, if one image covers the whole of the pop-up then the file size would be typically **3.365m wide x 2.226m high x 30 (Mb per sq m) = 224.7Mb**. If an image covers approximately a quarter of the area of the pop-up then the required file size would be **1.682m x 1.113m x 30Mb = 56.2Mb**.

As illustrated above, the end caps of a pop up system are curved, and therefore any imagery, text etc which is within the shaded area of the end caps will not be visible from the front.



PVC/Fabric banners

All artwork and images should be supplied in CMYK format. Please set your artwork to full scales ie. 1:1, 1:4, 1:10 etc., and where possible supply all original artwork files, including images and fonts. Allow a minimum of 20mm bleed all round at finished size on all artworks and supply a final approved visual (A3/A4 colour laser printout or low res pdf) of the required graphics.

To ensure we produce the best quality finish from your artwork, we require a file size of 8Mb per square metre of image (CMYK) at full size. For example, if one image covers the whole of a fabric banner sized at 4m x 1.5m then the file size would be **4m wide x 1.5m high x 8 (Mb per sq m) = 48Mb**. If the image covers approximately half the width of the fabric banner then the required file size would be halved, ie, **2m x 1.5m x 8Mb = 24Mb**.

If scanning or sourcing images please ensure supplied images are a minimum of 300dpi and conform with the relevant guides above for correct file sizes.

Pantone colours can be left unconverted if colour matching is required – please mark up your visual or low res pdf accordingly, and preferably supply a swatch sample that can be matched to. Please note that every effort is made to match colours as closely as possible, within the limitations of the large format digital process system.