

# EXPAND INTERNATIONAL OF AMERICA, INC.

## Printing Guidelines

To help you prepare your file for printing we have some guidelines that should be followed in order to obtain the best results.

### SOFTWARE:

We can support both PC and Macintosh-based files using:



#### Photoshop CS5

Include all layers, paths, channels, links and fonts



#### Adobe Illustrator CS5: All versions up to CS5

Convert text to outlines, include all linked images\*

*\*DO NOT EMBED IMAGES*

The programs below are **not recommended** for large format printing and may not reproduce correctly. Please export\* the file as an EPS or high resolution (High Quality Print setting) PDF suitable for large format printing. \*Turn off all Crop/Registration Marks



#### InDesign: All versions up to CS5

Include all layers, paths, channels, links and fonts.

Convert text to outlines, include all images\*.

Include PDF Proof or JPG Proof for content verification.

*\*DO NOT EMBED IMAGES*



#### QuarkXPress 7:

Use the "Save page as EPS" feature under the File

menu. Open EPS in Illustrator and convert text to

outlines, include all images\*. Include PDF Proof or JPG

Proof for content verification. *\*DO NOT EMBED IMAGES*

### FLAT FILES:

Flat files can not be modified, except for global color changes (i.e. brightness, contrast). A flat file is useful to verify layout, content and position but is not recommended as a print file.

### TEMPLATES:

Illustrator and High Resolution PDF templates, as well as graphic panel size charts can be downloaded from our web site. Please visit our site at [www.expandmedia.com/web/Artwork\\_Templates\\_US](http://www.expandmedia.com/web/Artwork_Templates_US) or contact our customer service department at (800) 758-3020.

### LAYOUT:

Place your artwork into the artwork layer of the Illustrator template.

Most Templates are created at 100%. **DO NOT CHANGE TEMPLATE SIZES.**

Bring your artwork all the way to the **green bleed line** to fill the template including cassette bleed.

When creating a mural, create as one complete piece of artwork and avoid splitting text at panel seams.

#### PLEASE NOTE:

- Only Crop Marks print on final print file. Green cassette bleed and grey profile/end cap boxes do not actually print.
- Fabric stretches - keep all elements two inches from the **red stitch lines** to assure that they will not be stitched through; please bleed images and color all the way to the **green bleed line**.

### RESOLUTION:

Optimal results are achieved with images printing between 125-150 DPI at final print size. Images submitted that are larger than 150 DPI will create larger file sizes without a gain in quality. **DO NOT rez-up images:** this only pixelates the image more by adding artificial pixels. Please submit images at full size.

### COLOR MATCHING:

If you require color matching, it may add extra days to production and time for print proofs: please plan accordingly.

If your project requires a Pantone® color match, please reference the Pantone® Solid Coated chart, and make sure the color is included in the file. You may also send a print for us to match. **Due to different printers, ink and media, not all colors can be precisely duplicated. We strongly recommend ordering a print proof to approve any color matches.**

**PLEASE NOTE:** For Black use the following values: **Fabric=(Process Black) & Ink jet=(C: 100 M: 100 Y: 30 K: 100)**

### DIGITAL PROOFS:

Digital proofs are generated from the final print file. These proofs should be used for **LAYOUT & CONTENT PURPOSES ONLY** and not to judge color, or print quality. We can provide an electronic proof in either a .pdf or .jpg format. This service is provided free of charge. Please read the accompanying email thoroughly before sending approval as the notes section will identify any problems experienced during preflight.

# Printing Guidelines (Continued)

## PRINT PROOFS

If your project contains critical color or you are printing across multiple types of media, please request a PRINTED PROOF. While this does add time and a modest cost to your project, it is the only reliable method of evaluating color prior to printing. For inkjet prints you will receive a miniature 8.5" x 11" for layout purposes as well as a 8.5" x 11" section of the project at final size. For fabric you will receive a strip of about 6 square feet. This section may be requested by the customer for instances of logos or flesh tones. If a section is not specified, it will be at Expand's sole discretion to select the area to be proofed.

## PRE-FLIGHT YOUR PROJECT:

Please go through this list and make sure your file is created correctly.

- Is your file on the artwork layer of an Expand template?
- Does your artwork fill the template completely?
- Is your file in a recommended format (Photoshop or Illustrator)?
- Are all support files included such as links and Mac compatible fonts (if not outlined)?
- Did you specify and assure all Pantone® colors are used in the file as spot colors?
- Are images the correct resolution of 100-150 DPI?
- Did you outline all the text in your file?
- Did you include a PDF Proof or JPG proof for content verification?

## SENDING US YOUR PROJECT:

**CD/DVD:** Expand International  
Attn: Customer Service  
400 Long Beach Blvd.  
Stratford, CT 06615

**PLEASE NOTE:** Reference the Expand Reseller's name, Project Name (and purchase order if available).

**FTP:** We host our own FTP site. Please visit our web site at [www.expandmedia.com/web/Printing\\_Guidelines](http://www.expandmedia.com/web/Printing_Guidelines). Here you will find the Artwork Guidelines and Templates. Please remember to Zip files together to create a faster, compact, and more reliable upload process.

## EXPAND PRE-FLIGHT

Expand will pre-flight all graphics in Adobe Illustrator® prior to print production. We prepare the file for print on our templates specific to what is ordered. We check the files to assure they are the correct size and note any Pantone® colors that are in the file. Expand does not offer any design services at this time. Expand is not responsible for errors in design, content, spelling etc.

## HOW LONG WILL MY PROJECT TAKE?

The following are some guidelines as to when you can expect shipment of your finished order, If you require quantities larger than below call (800) 758-3020 for lead time.

**PLEASE NOTE:** If you require your project sooner, please call (800) 758-3020 for lead time, rush charges may be applied.

### **Ships 2 business days after proof approval** (in quantities of 10 or less)

Expand QuickScreen Family, Expand MediaScreen Family, Expand Bannerstand, Expand XStand, Expand SmartStand, Expand M1 & M2:

### **Ships 3 business days after proof approval** (1 complete unit 7 panels or less)

Expand 2000 and Expand Tower

(For additional units call (800) 758-3020 for lead time)

### **Ships 4 business days after proof approval** (in quantities of 3 or less)

Expand BigFabric and Expand MediaFabric

(This also applies to the ship date of print proofs)

*Please remember that the electronic proof for your project is suitable for content and should not be used for judging color.*

*If your project has critical color, we highly recommend a print proof. Although it adds approximately 2 days to the overall time line to most projects, the modest additional cost will ensure the highest quality standards.*

All of us at Expand International of America, Inc. thank you for choosing Expand to help you with your graphic project. We are very proud of our reputation as the industry leader in quality point of purchase graphics and hardware. We're confident you'll be pleased with the results!

