

Artwork Specification



Sheet Size	Imperial	Metric
Size 6-sheet:	3' ft x 5.9ft	1,200mm x 1,800mm (portrait)
Size 48-sheet:	20ft x 10ft	6,096mm x 3,048mm (landscape)
Size 96-sheet:	40ft x 10ft	12,192mm x 3,048mm (landscape)

DPI and Scaling:

Finished resolution should be **150-200dpi** at ¼ the finished size to ensure the highest quality finish. If you are scaling artwork then please state the scale used on the cover of the CD or CD box as if this is not stated it will be printed as presented.

The higher the resolution generally the more detail in the image, but too high resolution and the files become impractical to work with. As a guide a full background image for an AdVan, should be around 200 Mb. Using files larger than this size will have no quality benefits and may delay production.

Type

Any typographical elements of your graphics are best done as vectored/outline paths i.e. in Illustrator, InDesign, Freehand, etc., with the photographic elements placed behind.

Fonts

Outline all your fonts in Illustrator, Freehand or any other application that offers this option.

If you cannot outline your fonts, please supply your fonts used in job (to include both screen and printer files). Ensure correct licenses for font usage are applied.

File Formats

The preferred file format is a high-resolution PDF, however EPS, TIF, JPEG, BMP are accepted but please note that no actual or consequential loss can be compensated due to file formats corrupting during transfer or the ripping/printing process.

Photoshop – Files to be supplied as CMYK – delete alpha channels from files (our preferred Photoshop files would be EPS with JPEG encoding, maximum quality, Macintosh preview).

InDesign – Do not float any artwork with tickmarks in the middle of a larger page. Use the edge of your page as the edge of your print. Add bleed where necessary. Send laser proof(s) with full details. Use the "Collect for Output" in every instance. Please ensure fonts within EPS files have been sent, or ideally 'outlined'. Always use 'single' pages only. Do not spread artwork over many pages.

Freehand – Always place a clear non-printing box to the page area. Send to back. If you do not your file may print out at the wrong scale.

Illustrator – Do not work at a large scale, i.e. 3m x 3m pasteboard width, ensure the work is scaled down, ideally a quarter or 1/10th scale. The reason for this is that Illustrator cannot create a 'preview' for large areas. Ensure that work is created originally @ 9600dpi rather than the default 800dpi as this can create flatness/printing problems.

Flashes and Additional Artwork:

Flashes are additional prints used to cover a selected area of a poster to change and Address, Telephone Number, or promote a timed event such as a sale. When such additions are required then they must be provided at 100% scale as a separate file from the original. Flashes should be no more than 15% of the complete original artwork and no more than 5ft in height or 20ft in length as increase size makes them difficult to handle and apply.

Colour Proofs:

Please supply colour proofs where ever possible, with any specific pantones marked, to ensure accuracy of output. All the printers use a 4-colour printing system C.M.Y.K. Certain Pantone spot colours are not achievable in 4-colour process. We advise the use of a Spot to Process Colour Pantone Chart to check the 4 colour equivalents of Pantone Spot Colours.

File Naming:

Please name the files in the following manner using meaningful abbreviations if required: "client name+campaign title" and save all items and enclosures in a folder called "gorilla+client name + campaign title"

Sending Files:

CD/DVD – Optical media can be in either PC or MAC format but should be clearly marked with the type on the CD or Box cover along with the software package used to create the original artwork (include version). The CD should contain all component images and files required for final printing along with a PDF or JPG copy for proofing.

e-mail – For files (>2MB) can be accept email as a method of transfer. Larger files maybe Zipped or Stuffed> Please include the words "File for Print" in the message title and direct it only to Artwork@GorillaMedia.ltd.uk please ring to confirm receipt.

Internet Transfer- Larger files (<2MB) can be sent by a file transfer service such as www.WeTransfer.com **please request a confirmation to ensure receipt of files.**

For administration purposes please e-mail separately a low-resolution PDF of the artwork file including any flashes to be applied in position.

Please contact the prepress department for further information or clarification by telephone on 0333 500 5001 or alternatively you can send an email to Artwork@GorillaMedia.ltd.uk