

DPI BANNER ART SPECIFICATIONS GUIDE

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33” Retractable Banner

Document Size: 33”x 84”

Color space: CMYK (RGB is also acceptable)

Recommended file type: PSD, AI, INDD, JPG and PDF

- Set canvas size (image size) to real banner size in inches. Ä H Ä & @ • Ä ^ Ä | Ä & @ • Ä
 - Set file resolution to 300 dpi (or greater).
 - Set Color Mode to CMYK (or RGB if CMYK is unavailable).
 - Do not include bleeds, printer prints edge to edge.
 - Include background color in your file.
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Banner Size

While designing the banner, always try to design at the full size you are going to print. When you design in actual size, you will get the best output after printing.

Resolution

Design the banner at 300 dpi or higher since this will help you to take maximum advantage of a banner printer.

File Types

Saving your design in high resolution PDF is highly recommended. Also submit the original file to make sure you get the correct output.

Design Area

keep all text within the 1 inch margins to avoid the possibility of any text being cut off during the finishing process.

Software specific instructions:

Illustrator:

Convert all text to outlines. Expand all fills and strokes. Save as PDF file.

Photoshop:

Flatten the image. Make sure your file contains only 1 final background layer. Save as PSD file.

Publisher:

You must save your Publisher file as PDF or high resolution (300 dpi or greater) TIFF or JPEG.

PDF files:

Convert all text to outlines. Expand all fills and strokes.

EPS files:

Convert all text to outlines. Expand all fills and strokes.

AI files:

Convert all text to outlines. Expand all fills and strokes.

JPEG files:

Make sure your JPEG is set to 300 dpi at full size in inches. As a general rule JPEG files less than 1mb in size can not be printed. Do not compress or optimize your JPEG, save at 100% quality.

TIFF files:

Make sure your TIFF is set to 300 dpi at full size in inches. As a general rule TIFF files less than 1mb in size can not be printed. Do not compress or optimize your TIFF, save at 100% quality.