

Hello,

When creating artwork for upload through our online ordering system please refer to these guidelines to make the process easy and quick. If you have any questions, please give us a call at 800.325.3694. You can find an online version of these specifications and guidelines at www.isco.net/art-specs.

File Uploads

We are able to accept files up to 300MB in size through our online ordering system. You can compress your file to obtain a lighter size, however, typically a 300MB file will yield a quite sufficient resolution for any size project. If there is some reason you feel the file must be kept at a size larger than this, we suggest you mail us a disk.

Please name your files alpha-numerically, using underscores for spaces, as this will result in the smoothest file portability.

We can accept files formatted for all major graphics applications, in their latest versions: Adobe InDesign, Illustrator, Photoshop, QuarkXPress, and CorelDraw.

File Setup

Please build your file in CMYK. Preferably, black elements should be rendered at C:40 M:40 Y:25 K:95, as this combination has been shown to yield the richest black. Please convert all fonts to outlines, or be sure to include fonts in the file package.

File Scaling

Files should be scaled at 1"=1' or 1"=10". For these heavily scaled designs, we recommend a minimum resolution of 300dpi.

Some smaller designs, such as those for transit or window graphics can be scaled at 1":1". At this scale, we recommend that files have a minimum resolution of 200dpi.

Bleed

Vinyl billboards with pole pockets typically require 6" bleed on all sides. If you supply artwork without bleed included, we will add it. However, if you do include bleed in your file, please indicate where with guidelines. When cropping / placing an image in a design, it is helpful to leave some of the image outside the strict confines of the design's boundaries. This will ensure a natural look as the image wraps around the billboard structure.

Bulletin templates available on our artwork specifications page indicate bleed. SSPs, paper posters, and transit advertisements do not typically take bleed. Templates for these products do not include bleed.

MORE INFORMATION

For immediate service and one-on-one support contact us at 800.325.3694 or info@isco.net

Banner Finishing

When producing your design, keep in mind that if you are ordering grommets, no relevant part of the design should be within 3 inches of the edge of the design. If there will be pockets, leave an extra inch (in addition to the width of the pocket) before placing any text. This is especially important for double-sided banners.

Checklist

To ensure the smoothest file transfer, before you upload, be certain your file conforms to these guidelines:

- » Fonts are converted to outlines
- » Artwork is proportional to final size
- » Support files (images, fonts, etc.) are included or embedded
- » File is built in CMYK
- » If required (for pole pockets, etc.) bleed is included in the file
- » No text has been placed in pocket or grommet area
- » Images within file are high quality and, where possible, vector (non-bitmapped) images
- » File saved in supported format.