



the **exhibit** source

145 wells avenue
newton ma, 02459

1.800.370.0736

t 781.449.1600

f 781.449.6856

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Digital Preparation Guide

The following guidelines are designed to help you set up your artwork for digital graphics so that there will be as few delays and problems as possible in the production of your job.

HOW SHOULD MY FILES BE LAID OUT?

- Create layout to at 100% or any size to scale of the final image size.
- Required resolution for bitmap files is 100-200 DPI AT FINAL OUTPUT SIZE. Include all screen & printer font files (MAC only) used in the document.
- Include all supporting files used in the document.
- Please include a print out of each file.

WHAT FORMATS AND PROGRAMS SHOULD I USE?

File should be in MAC format whenever possible. Files can be setup in the following programs:

- Adobe Photoshop CS3 (.psd/.tif/.eps)
- Macromedia Freehand 10
- Adobe InDesign CS3
- Adobe Illustrator CS3

HOW SHOULD I SEND MY ARTWORK?

Artwork can be sent on the following types of media:

- 100/250mb ZIP disk
- DVD or CD-ROM
- Artwork is preferred on disk.
- E-mail artwork: dlanghoff@theexhibitsource.com
- FTP site available. Call for details.

WHAT ELSE IS IMPORTANT TO CONSIDER WHEN SETTING UP FILES?

Be sure to know how graphics will be produced prior to setting up files!

- Files should be set up in **RGB mode** (CMYK if being used for fabric).
- For best color matching, spec colors out in Pantone Colors wherever possible.
- If there are "PLACED IMAGES", in Illustrator, Freehand, or Quark, be sure to send the linked file, so that the file can be printed, resolution checked, and color corrected.
- DO NOT "EMBED" image files into your layout.
- DO NOT SEND FREEHAND and QUARK EPS FILES. If necessary, production cannot manipulate content, proportion, or color.