

# FILE PREPARATION GUIDELINES

***To ensure smooth and timely production of your project.***

## **Acceptable file applications**

- Photoshop 6, 7 or CS
- Illustrator 8, 9, 10 or CS

We DO NOT accept files submitted in Quark or InDesign.

Please create all layouts as one document, (do not separate the designs panel by panel).

Whenever possible, please include a low res JPEG or PDF for proofing.

## **PHOTOSHOP**

This is the preferred application for supplying high resolution raster images. All files submitted as a Photoshop file should be at a 100% (full scale), in CMYK mode, 100-150dpi (dots per inch), or half size at 250-300dpi. Work in proportion if graphic size is larger than art board size.

For example if graphic is 30 x 90 , work half size at 15 x 45. Rasterized font layers then save as a flattened tiff file with LZW compression (this window appears as you save your document). Please include the file extension in the name.

## **ILLUSTRATOR**

This is the preferred application for supplying layouts and vector art with maximum compatibility and flexibility. Please supply all Illustrator files in CMYK mode, all text MUST be converted into outlines. The file should be to scale, half scale is also acceptable. All raster images must be embedded, NOT LINKED. Please save your file as an EPS when complete.

**Please note:** Printing in large format does not ensure 100% color accuracy. Colors and photos will print an approximate 95% accurate. we print in CMYK ONLY. Art Submissions with specific Pantone Color call out's will automatically be converted to CMYK. If you require any specific color to be matched, please color your art using the PANTONE COLOR COATED swatch in either Photoshop or illustrator. This will help your desired colors to match closely.

## **Upload Instructions:**

When using a PC, log onto <ftp://www.abex.com>

Username: graphics - Password: upload\$

When using a MAC, log onto <ftp://www.abex.com> using FTP software such as FETCH available at <http://www.fetchsoftworks.com>

Username: graphics - Password: upload\$

Drag and drop your file in 'AIRBORNE' folder.

Important: once your file is uploaded, send us an e-mail alert with the exact name and location of your file.