

New World Case, Inc.  
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## GUIDELINES FOR GRAPHICS FOR THE EXPAND QUICKSCREEN AND SMARTSTAND

### GUIDELINES FOR INKJET PRINTING

To help you prepare your file for printing we have some guidelines that should be followed in order to obtain the best results.

Our process is entirely digital with no film involved. This process is strictly C-M-Y-K, so bear this in mind when specifying PMS call-outs – no spot colors, metallic inks or fluorescent colors are possible. Certain colors, specifically reds (PMS185, PMS485) do not always match well.

### Supported Software

We are able to work with both PC-based and Macintosh-based files including:

- [Photoshop](#) (please include all layers, paths and channels).
- [QuarkXPress](#) (please include all placed images, logos, fonts and other elements).
- [Adobe Illustrator](#) (please convert all text to outlines).
- [Freehand](#) (please convert all text to outlines).
- [PageMaker](#)
- [Corel](#) (please export your file to a .tif file as well as sending the original Corel file).
- [In Design](#)

If you are using a program other than those mentioned above, please contact our office before sending us a file.

### Imaging from PDF files

PDF files present a potential problem in that they cannot be modified. The PDF format is intended as a print/read only file that cannot be edited. Even if the file is prepared properly with proper bleed and size, we can only make global changes for color. Instead of sending a PDF file, rather send us the layout that was to PDF. Sending a PDF file may result in additional costs and time to prepare your work.

### Raster Image File Formats

Acceptable raster image file formats include:

- [.tif](#) (Tagged Image Format)
- [.eps](#) (Encapsulated Post Script)
- [.psd](#) (Photoshop Document)

When importing these format into applications, make sure to keep them as links and do not embed them. Embedding the files reduces the ability to properly color manage them for optimum results.

## FILE PREPARATION

**LAYOUT:** Specify the original and final file size (width and height).  
Specify the scaling factors, but do not apply them.

Set up your page proportionately to your final output, but it is not necessary to create at 100 percent of the final output size.

**PHOTOSHOP:** Determine the final file size required before creating your image.  
Do not use type in Photoshop files (it will bit-map).

Add type in your page layout or a vector application unless you are working with Photoshop 7. Keep the type as a vector text layer and save it as an .eps with vector information. Supply the layered file.

Provide screen and printer fonts (Adobe Type 1 or 3) as well as any placed component files (fonts used in any placed .eps files. )

You can convert your fonts to outlines in vector-based programs if you do not wish to supply us with your fonts. However, if a type change is needed, we won't be able to make the change if the fonts are converted to outlines.

**PLEASE NOTE:** If you are including the fonts on your disk or upload, please create a separate folder and use a program such as Zip File or Stuffit for fonts. Please check your disk after burning to ensure that the fonts are included. Many disks are received with 0 kb for font files because the fonts were not zipped down. This can cause delays in your project.

When silhouetting an image using clipping paths save it as an .eps and include the clipping path with a low pixel count. If possible, provide us with the RGB files with the embedded profiles. Also send us your flattened and layered files in the event we have to make any changes.

**VECTOR APPLICATIONS:** Programs such as Illustrator or Freehand

Provide vector files for logos to ensure crisp type. Provide all native files for logos, charts, and objects created in vector programs. Some .eps files cannot be modified, should it be necessary, without the native files.

When building layouts in vector applications, photos should be linked, not embedded. If images are already embedded be sure to supply separate image files so that we can relink them rather than unembed them.

## PANTONE MATCHING SYSTEM (PMS)

Our color management system is calibrated daily and color profiles are constantly monitored and adjusted. All of our printing devices print in C-M-Y-K.

**COLOR SPECIFICATIONS:** If the image to be printed was scanned at ExpandPrinting, we will match the original. If you want something different from this (darker or lighter, add or reduce contrast), please specify this before we begin the project. Unless a match print is provided, we will use our best judgment. If a previously printed version of a project is available, please include it with your project.

**TINT MATCHING:** Select a PMS color and indicate the percentages in C-M-Y-K. If you are utilizing a deep, rich black please use a 4-color black for the best results. If there is a continuous tone color match required, please supply a hard-copy for color match. Output devices render colors differently. When referencing a color call-out, please use the "coated" section of the PMS chart.

**COLOR PROOFS:** Our standard package includes an electronic proof of your project, but a printed proof is available at additional cost. If you have a critical color project, we recommend that you select this option. Please be sure to build in additional project time should you request a printed proof.

## SCANNING

Often the most problematic situation concerns the final DPI of images. Please pay particular attention to this detail to avoid delays in your project.

### Scanning Formula for determining RGB file size in Megabytes

File sizes stated below always refer to the file size when the file is in RGB mode. If your file is in C-M-Y-K mode add 25 percent to the megabyte size. Important: Do not use a low or medium resolution image and enlarge in PhotoShop as it yields a very pixilated image.

### Length (Inches) x Width (Inches) / Resolution = File Size in Megabytes

The resolution of the raster image should be between 125 and 150 dpi at the actual final size. As an example, if the final image size is 24" x 36", the resolution at 150 dpi would yield a file of 55 megabytes in RGB mode. Use PhotoShop to define the image size and resolution.

Images that are soft and generic will require less resolution. Please contact us if you have any questions regarding scanning or building your PhotoShop files. Please note that an electronic proof may show a soft image but will not necessarily show the coarse dpi of an incorrectly prepared image.

## PREFLIGHT CHECKLIST

It's worth a few minutes at this point to review your work before submitting to ensure that no delays are encountered. If you have any questions regarding your file preparation, please contact our office before submission.

- .. Did you include all screen and printer fonts?
- .. Are all support files included (high resolution files, etc.)?
- .. Did you print the Directory from the media?
- .. Did you include a current print out of the file (color or black and white)?
- .. Did you specify all PMS colors?
- .. Are the scans the correct file size for media size and output?
- .. Did you specify any color matching instructions?
- .. Did you send us only the files you want imaged?
- .. Did you send us the fonts used in your document?

If you have renamed standard fonts, your files will not image unless we have the renamed fonts. If you have adjusted the tracking or kerning of fonts, your files won't image correctly unless you include both the screen and printer fonts.

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#### SENDING A FILE

Files saved using most common compression software are acceptable for transporting large vector files. Avoid using .jpg compression on scanned or raster images. Files are suitably compressed using Win Zip or Stuffit.

#### ACCEPTABLE MEDIA:

- .. CD/DVD
- .. Jazz Disk
- .. Zip Disk
- .. FTP (Please call 888-883-0107 for instructions)

It is Expand's policy not to return supplied media unless prior arrangements have been made and shipping costs are paid by the party requesting the return.

If you are sending us a disk, please send to:

New World Case, Inc.  
ATTN: Expand Bannerstand  
10 River Road  
Uxbridge, MA 01569

We recommend that you use a service such as UPS or Federal Express to enable you to trace delivery or find lost packages. Please do not email files unless they are small (i.e. FPO's). In some instances Adobe Illustrator files can be emailed, but please check with our office.

Please ensure that you have submitted a purchase order for your work. No job can be started without a purchase order.

For questions on the above, please contact our office:

New World Case, Inc.  
(888) 883-0107  
sales@portablebooths.com

#### PRODUCTION TIMES:

The working times outlined below are for projects of ten or less units.

Please allow 2 days from date of receipt of your file and purchase order to produce an electronic proof. Our work schedules cannot begin until we receive written (email) approval of the proof.

If the approval process is delayed, we will adjust the delivery date accordingly. We anticipate that the majority of proofs can be approved within 3 hours and with timely notification, the original schedule can be kept.

Expand QuickScreens, Expand BannerStands, and Expand SmartStands (inkjet prints):

[5 working days from date of proof approval](#)

Expand 2000 and Expand Towers:

[7 working days from date of proof approval](#)

Expand BigFabric:

[10 working days from date of proof approval](#)

If your project deadline must stay the same, we will do our best to honor your request, but rush charges may apply.

Large quantities (more than 10) should have a schedule confirmed in advance. Turnaround times faster than outlined above can often be accommodated, but cannot be guaranteed. Please contact us to confirm your schedule prior to submission.