

## DIGITAL FILE PREPARATION GUIDE - Lambda

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 CS5 (.psd/.tif/.eps)
- Adobe Illustrator CS5

### HOW SHOULD I SEND MY ARTWORK?

Artwork can be sent on the following types of media:

- DVD • CD-R • FTP
- E-mail artwork: [dlanghoff@theexhibitsource.com](mailto:dlanghoff@theexhibitsource.com)
- FTP site: [upload.theexhibitsource.com](http://upload.theexhibitsource.com)- Please zip or stuff the art files before uploading.

### 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
- For best color matching, spec colors out in Pantone Colors wherever possible.
- If there are "PLACED IMAGES" in Illustrator, 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 OR QUARK FILES, production cannot manipulate content, proportion or color.

#### Scanning Guide

$$\frac{\text{height} + \text{width (final image size)}}{\text{height} + \text{width (original image size)}} \times 100 = \text{_____ scanning dpi}$$

\* If necessary, supply and FPO file and we will scan your artwork

