

Artwork Submission Specifications for Signage

File Format • Adobe Acrobat PDF (Version 1.5 or later)

Layout Scale • Full Scale Preferred • If larger than 200 inches, use Half Scale (6 inches = 1 foot)

Art with Bleed • Final size + .25 inch perimeter bleed • At Half Scale, use .125 inch bleed

Layout Scale • CMYK
• Pantone (PMS) as Process spot colors of the material its on
• Please convert all spot color that are not printing in PMS to CMYK
• Recommended: solid black as 4-Color rich blacks (C: 60, M: 40, Y:40, K:100)

Type • All Fonts included as resource files / or else, convert to outlines or paths
• Black Type as 100% K (Black) value

Images • All images as CMYK

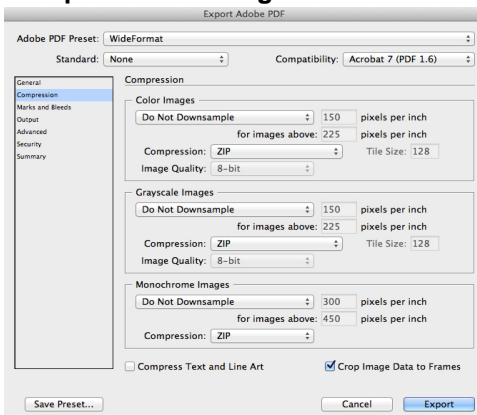
Print Resolution • Full Scale: 200 ppi (High Quality) / 150 ppi (Standard) / 72 ppi (Distance Viewing)
• Half Scale: 400 ppi (High Quality) / 300 ppi (Standard) / 150 ppi (Distance Viewing)

Output Profiles • Compression Settings: Color Bitmap Images = DO NOT DOWNSAMPLE
Grayscale Bitmap Images = DO NOT DOWNSAMPLE
Monochrome Bitmap Images = DO NOT DOWNSAMPLE

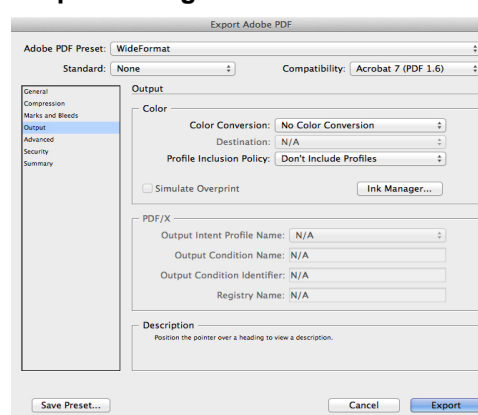
• Output Settings: Color Converison = NO CONVERSION
Profile Inclusion Policy = DON'T INCLUDE PROFILES

Acrobat Distiller Settings - Whenever possible, download our Print NW settings from: www.printnw.net/docs/PrintNW_Acrobat_Settings.zip, otherwise use the settings shown below

Compression Settings



Output Settings



Acrobat Settings

Please review PDF before Submission

- MAC:**
- When Acrobat is open
 - Go to drop down>Preferences>General
 - Select Page Display Tab
 - Make sure Use Overprint Preview = Always
 - Make sure Default Transparency Blending = Working CMYK

- PC:**
- When Acrobat is open
 - Go to Edit > Preferences
 - Select Page Display Tab
 - Make sure Use Overprint Preview = Always
 - Make sure Default Transparency Blending = Working CMYK

Artwork Submissions:

Electronic Delivery

- FTP / Website - Please go to www.PrintNW.net/FileUpload and select your Sales Representative

Digital Media - Please supply files on one of the following physical formats:

- CD / DVD
- Flash / Thumb Drive
- Removable Hard Drive

If you have any further questions, your Account Manager will be happy to assist!