

BANNERS HOW TO BUILD & SUBMIT YOUR ART FILES CORRECTLY

SM SIZE SM SIZES ARE SMALLER THAN 4 ft. x 8 ft.



PDF FILES

How to set up your art files

BigBang Promotions prefers all client artwork to be sent as PDF files Distilled to our specifications. Make sure your PDFs are set up in CMYK color only, with all fonts embedded. Do not include Crop, Registration, or any other Printer Marks on your PDFs. Please refer to the settings below for Acrobat Distiller. If you have questions about your PDF or Distiller Settings, contact your BigBang Representative for more information.



ADOBE DISTILLER

Use these settings in Distiller

To access your Distiller settings, open Distiller and click on the "Settings" button on the tool bar at the top of your screen. Then, click on "Edit Adobe PDF Settings". Save the settings as "BigBang Banner" after adjusting them as follows:

"General" Tab

- Compatibility: Acrobat 4.0 (PDF 1.3)
- Binding: LEFT
- Resolution: 1800
- All other options should be set to OFF

"Compression/Images" Tab

If JPEG compression is used, set image quality to MAXIMUM, Do not downsample lower than 300 dpi

"Fonts" Tab

- Select the following:
- Embed All Fonts
 - When Embedding Fails: CANCEL JOB

"Color" Tab

- Settings File: NONE (Distiller 6.0)
- Leave Color Unchanged
- Select: Preserve Under Color Removal and Black Generation

"Advanced" Tab

- Select the following:
- Process DSC
 - Resize page and center artwork for EPS
 - Preserve document information from DSC



COLOR & IMAGES

Keys to successful separations

BigBang Promotions prints in 1 or 4 color process. Always make sure your art is set up using only Black or CMYK process colors.

Spot colors, Pantone colors, and color profiles cause art to separate incorrectly, and must be converted to CMYK process before submission to BigBang.

Be sure all picture files and other graphics in your art file are set up in CMYK process colors only and do not use RGB, Spot, or embedded Color Profiles.

Resolution for any image files must be at a minimum of 300 ppi/dpi.



FONTS

Don't let your type drop out

In order to keep your text in line, always use Post Script fonts. True Type fonts are acceptable, but Post Script fonts are a lot more reliable for printing.

Always embed all fonts in your PDFs to keep your type from dropping out at the press.



LAYOUT SET-UP

How to layout your art files

Build to 1/2 Size & Push It To The Edge

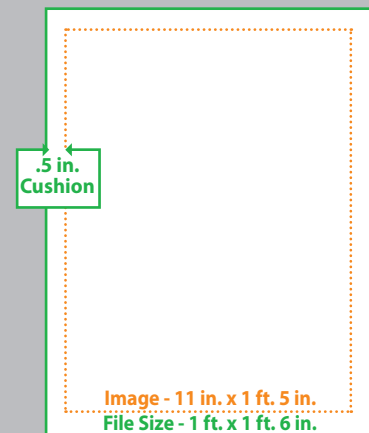
PDFs must be built at 50% of the size of the product you are ordering (Example: a 1 ft. x 1 ft. 6 in. PDF for a 2 ft. x 3 ft. Banner).

You can build your art files with elements that run right up to the edge of the page. However, in order to compensate for grommets and stitching, there must be a .5 in. "safe zone cushion" from the edge of the ART FILE on all sides. Keep any text or other elements that you DO NOT want stitched-over or punched-out outside of this .5 in. area.

For instance, on a 2 ft. x 3 ft. Banner, your art file will be 1 ft. x 1 ft. 6 in. with an "image area" of 11 in. x 1 ft. 5 in.

SET-UP EXAMPLE DIAGRAM

Product: 2 ft. x 3 ft. Banner
Art File: 1 ft. x 1 ft. 6 in.



NOTE TO DESIGNERS: Banners of sizes 2 ft. x 3 ft. or 3 ft. x 4 ft. can be built and submitted at actual size. Please follow all other guidelines set forth here.



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