

The following document provides some information on the requirements for the submission of print-ready artwork to ExpoNet. It is also a good idea to send the smallest size PDF with your artwork. This way the Account Managers can view the artwork, as they can't open other file formats. If you have any questions relating to this, please contact your ExpoNet Account Manager.

File Requirements

- CS2 (or lower) Illustrator, Photoshop or InDesign.
- All resolutions must be at least 100dpi at final print size.
- All fonts are to be saved as outlines. All print files should be supplied separately. Do not place multiple print files onto the one document (excludes multipage PDF's).
- All linked files must be included with supplied artwork.
- All files should be supplied separately. If artwork is for a Custom Stand and you have received an initial signage schedule to help create the artwork, please use the sign name from the schedule to name your artwork.
- All files that require accurate colour reproduction must be accompanied by a colour correct proof. Ensure colour space is CMYK. Any PMS used must be noted on the artwork, otherwise will match as closely as possible.
- Do not use overprint as this may produce unexpected print results.

Scaling and Resolution

Files are preferably scaled at 1:1 for easy handling, although other scaling factors are acceptable. If scaling is used, please make a note on either the artwork or in the file name. The majority of rasterized files should be at least 100 dpi at the full output size of the print, ie if the file being printed is 1200mm X 1200mm, it has to be at least 100 dpi at that size. Scaled down to 10% of that size, will produce a file 120mm X 120mm with a resolution of 1000 dpi.

Fonts

When saving the file all fonts should be saved as outlines as this will avoid the need to supply the font which could end up being incomplete or corrupt and delay the output. This will also maintain the integrity of the design e.g. kerning or special effects applied to the font.

Linked Files

All linked files should be supplied with the final art so if there is a problem with the file we can re-link or embed the image required.

Recommended File Formats (In order of preference)

Adobe Illustrator (.ai) EPS (.eps) – PC or MAC is acceptable (version CS2)

Adobe Acrobat PDF (.pdf) – Press optimized, PC or MAC. Use PDF (press quality) only for finished press ready artwork.

Include 10mm bleed on all edges and crop marks.

Adobe Photoshop (.psd) TIFF (.tif) – PC or MAC is acceptable (version CS2)

EPS

INDD – Packaged In Design Document (includes all links and fonts used). Ideal format if the artwork will need to be split up into panel sizes.

If you do not have the above programs, or can not save your document in the above formats please contact the ExpoNet design studio.

Note: Whenever possible, artwork should be supplied in vectorised Illustrator EPS format, including PMS colours, all linked files need to be included, and all fonts need to be supplied, or converted to outlines.

Accepted File Delivery

Post:	CD/DVD (PC/MAC) PO Box 232, South Melbourne VIC Australia, 3205	Courier:	CD/DVD (PC/MAC) 44 White St, South Melbourne VIC Australia, 3205
Email:	Contact Relevant Account Manager (10mB maximum file)	FTP:	Address: ftp://ftp.exponet.com.au Username: expoftpuser Password: ftpuser09

Colour Proofs

We recommend that you supply a proof of your artwork for layout purposes only. Please specify any PMS colours on the proof. We will be using a 4-colour print process to match colours as closely as possible.

If required, a scaled down print on your chosen stock can be supplied at an additional cost (time permitting). This will give you a closer indication of the final print before printing at full size.