

CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

Our desire is to provide you with the best quality graphics for the conference. You can help us in that effort by providing digital art files using the following guidelines. The purpose of this document is to assist you in the process of creating and submitting artwork. If you are sending us completed, print ready files, please pass this information on to your graphic designer or art department. There are two overall considerations for submitting acceptable artwork; one involves proper file format and resolution to avoid poor image reconstruction, and the other is proper color matching information. Correct communication for both will ensure the accurate reproduction of your artwork.

Please Provide the Following When Submitting Artwork

RASTER ART (photos, logos containing any continuous tone images):

- Art Submitted at 1:1 (100%), resolution should be no less than 150dpi
- Art Submitted at 2:1 (50%), resolution should be no less than 300dpi

VECTOR ART:

- All vector type art is scalable to any size. Please provide files in the formats listed below

BLEEDS AND MARGINS:

- No Bleed is required, we will add when necessary
- Margins, please consider at least 1" margin around your artwork to be the "Viewable / Live Area"

FONTS and LINKS:

- Supply all fonts used in your design, convert fonts when possible to insure proper type reproduction
- Supply all links used in your document. (Images, Logos etc.) Embed links when necessary

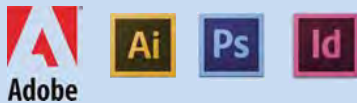
COLOR (when color match is required follow these requirements):

- Provide all PMS colors when applicable
- When designing using CMYK color, please provide accurate color samples of artwork being reproduced
- We do not recommend designing in an RGB color space, please convert to CMYK prior to submitting

Acceptable Software Formats

We are capable of accepting files produced on both Mac and Windows platforms.

Freeman works extensively with Adobe Creative Suite software.



Please contact lauren.bryant@freemanco.com should you require additional information or a list of alternatives.

Acceptable File Types

Files that we have found to consistently provide acceptable results in order of preference:

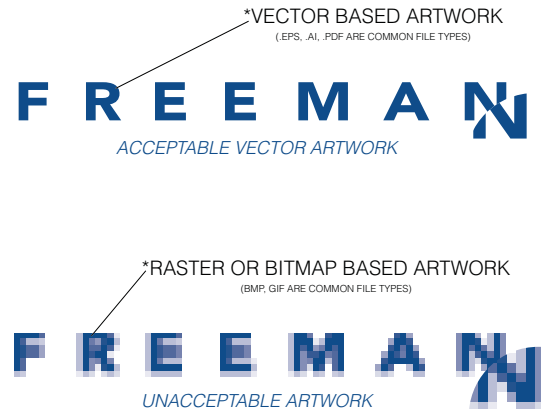
VECTOR ART: EPS, AI, PDF

RASTER OR BITMAP ART:
PSD, TIFF, JPG, EPS

We have found that the following file types produce undesirable results and therefore can not be accepted:

GIF, BMP, Word processing or database files (Word, Excel, Powerpoint)

ARTWORK EXAMPLES



RASTER ARTWORK EXAMPLES

Acceptable Photo Artwork:



Example: 28mb TIFF File

Not Acceptable Photo Artwork:



Example: 8k GIF File

Ways to Submit Final Artwork

Artwork files that are of acceptable resolution / format may **not exceed 200 MB**.

All artwork will need to be uploaded to Freeman Passport. If you have any questions regarding the upload process, please reach out to Lauren Bryant at lauren.bryant@freemanco.com.

To insure that all artwork is received and output properly, it is highly recommended that an accompanying PDF be sent or emailed along with your files. A PDF will allow viewers to see the intended artwork without the use of editing software in, Adobe Acrobat.

Please contact you Freeman AE with any questions:
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214-445-1472