

ACCEPTED FORMATS

ADOBE CC SUITE:

- Photoshop CC or earlier version

- Recommended image resolution is 100 dpi at final size. Please check images at 100% on-screen for resolution, gradient banding and dust and/or scratches. Images placed into Illustrator documents must be the same dimensions in Photoshop as they are in the Illustrator layout at 1:1 scale. **PLEASE DO NOT resample, resize or interpolate image files.** This only enlarges the pixels that make up the image. Genuine Fractals™ is acceptable.
- Specific color matches should be chosen from the Pantone Matching System (PMS) Coated, Process or DS.
- Images must be **EPS RGB (NOT CMYK) using JPEG encoding at maximum quality (NOT BINARY/ASCII) or TIFF RGB (NOT CMYK) for files containing gradients.** Gradients can become banded in EPS files using the JPEG compression algorithm. Preview set to TIFF (8 bits/pixel) recommended for best on-screen appearance.
- Other Image file formats we will accept for review are JPEG, TGA, PNG, PSD or Raw Digital (NEF, DCR).
- If colormatches are critical, please provide a layered photoshop document. Logos are best when pasted as a smart object layer for easy editability. **White is R255, G255, B255 and Black is R0, G0, B0.**

Illustrator CC PREFERRED

InDesign CC NOT RECOMMENDED

Illustrator PREFERRED, EXTRA ART TIME REQUIRED

- Artwork should be created at 100% scale in **RGB, not CMYK**. Convert strokes to outlines to avoid changing weight.
- Specific color matches should be chosen from the Pantone Matching System (PMS) Coated or Process.
- All shapes should be **inside the artboard**. Keep masking to a minimum, especially nonrectangular shapes.
- **Convert all fonts to outlines. DO NOT** leave editable text fields in the file. Please include suitcases for all fonts.
- **Do not use raster objects, effects or filters, i.e. drop shadows, gaussian blur, etc. Link to layered Photoshop files.**
- See Photoshop specs for linked images. Crop images as they appear in the file to minimize masking.
- **Save with PDF Compatibility UNCHECKED to keep linked images from embedding.**
- **InDesign, like QuarkXpress is intended for page layouts, catalogs and brochures, not large format printing.**

UNACCEPTED FORMATS

Freehand QuarkXPress PageMaker CorelDraw

Due to many factors including Adobe's position as an industry leader and an industry standard, their purchase of Macromedia (makers of Freehand, Fireworks, Flash, Dreamweaver and Shockwave) as well as the creation of their page layout software InDesign, **we can no longer accept file formats created with these applications** because of conversion issues, conversion time and upgrading costs. Please convert and/or recreate any files created with these applications inside of Photoshop, Illustrator or InDesign Creative Suite (any version before & up to CC 2014).

Microsoft Word PowerPoint

- We do not accept Powerpoint or Word documents for output. We can, however, accept documents from these programs as *reference templates* for designing full scale artwork from scratch.

ACCEPTED MEDIA

• DVD-ROM / CD-ROM

• Zip 100MB/250MB Capacity

• USB Flash Drives

Compression Programs / Algorithms

• Stuffit, Self Extracting Archive (.sit, .sea) **NOT .sitx**

• JPEG (See Photoshop Specs)

• Zipit (.zip)

E-Mail: dougj@skyline-events.com / cullenb@skyline-events.com / austin@skyline-events.com / elizabeth@skyline-events.com

• E-mailed files must be less than 15MB

• **DropBox, BaseCamp, Google Drive, HighTail (formerly YouSendIt)**

• Must be Self-Extracting Archives if more than one file.

• Please call regarding FTP instructions.

QUALITY CONTROL AND EXTRA CHARGES

Please read the information above carefully. Failure to provide art properly will result in extra design charges. Please be sure that the provided electronic art has been:

- ☐ proofread for typographical errors
- ☐ reviewed for dirt, scratches, and glitches in images
- ☐ created according to the above specifications

- ☐ set up at correct size or proportion in **RGB**
- ☐ accompanied by a color / B&W printout / PDF proof
- ☐ no bleed applied / all art inside artboard

SIGNATURE

You are strongly encouraged to contact your Marketing Consultant or the Design Department at 1.800.849.2601 with any questions regarding electronic art that may not be covered here. Electronic art not supplied according to these specifications may result in production delays and incur additional charges.

It is our company's full understanding that Skyline Exhibits & Events, will not be held liable for final output of sub-standard graphics submitted by external sources. Submitted electronic art requiring corrections, client/agency revisions or alterations will be subject to production charges based on an hourly rate of \$95.00.

Client / Designer Signature and Date: _____

Company / Client / Job Name: _____

