



## Artwork Guide - Sidewinder

Visible Graphic Area - 2100mm high x 600mm, 800mm, 1000mm, 1200mm or 1500mm wide

Bleed to add at bottom only - 200mm (non-visible area when stand assembled)

Canvas size to submit - 2300mm high x 600mm, 800mm, 1000mm, 1200mm or 1500mm wide

**Please supply PDF artwork in \*CMYK format, with fonts set to outline.**

\* If a particular pantone colour is important to your artwork then please do not convert it to CMYK and be sure to leave any postscript references intact in your artwork.

**Resolution** - all images and logos should be 100dpi at full size. We do not need any higher resolution than this. Once processed through our pre-press digital technology your files will actually print at over 1000dpi. However, files below 100dpi almost always pixellate so please check your artwork carefully before you submit it to us.

*N.B. We do not do any image quality checks or spell checking of your artwork. We expect files submitted to be print ready. Machine proofs are available at additional cost - please add 3 working days to production time.*

Please send all artwork to our FTP and email us with the file name once it is there.

ftp://ftp.3dcentre.com

user name: 3dclient

password: 3dUPL08D (zero, not O)

### Proofing

A PDF may be provided so that you can be confident we are printing the correct artwork (s) for you. A PDF is not an accurate reflection of artwork or print colours and should NOT be used for colour proofing. If colour reproduction is a critical factor for you please allow sufficient time to order machine proofs. It is not always possible to match pantone colours exactly using CMYK printers. We provide clear specifications for artwork preparation so please ensure all artworks are submitted to OUR specification. Once received we normally proceed to print artworks as supplied.

Please email sales@3dcentre.com or call 0845 470 0845 if you have any queries.

NB Product and artwork specification may vary without notice. June 2009. E&OE.