

# File Setup Guide

## Euro Style Classic Retractable Banner Stands

Thank you for choosing Presentech Advanced Print Solutions for your trade show or meeting display project. We look forward to working with you.

Please review the following guidelines to ensure that you are correctly preparing your files. Need additional information? We welcome your call or email to clarify any of the guidelines below.

### DOCUMENT SIZE

Our retractable banner stands are 84" tall. You must also include some additional area that we will use to attach your graphic to the display hardware and that fits under the clamp at the top of your display.

Please refer to page 2 for a diagram of your layout.

- 33" display:** Your graphic should be 32.75" wide plus 1/8" bleed on the left and right side.
- 39" display:** Your graphic should be 38.75" wide plus 1/8" bleed on the left and right side.
- 45" display:** Your graphic should be 45.00" wide plus 1/8" bleed on the left and right side.
- 57" display:** Your graphic should be 56.75" wide plus 1/8" bleed on the left and right side.

### HELPFUL INFORMATION

*What is "Bleed"?*


Bleed refers to extending your background so white space does not show.

*If the bottom 4 inches are used to attach my graphic to the stand, why do I need to include it?*

Sometimes the area will show and you don't want to take a chance on white extending into the viewable area of your display. It's better to add some bleed to be safe.

*Why do I need to design my graphic narrower than the stand?*

Reducing your width slightly on each side will make it easier to roll the graphic up and down.

More tips on page 2 





## SUPPORT FILES

### **Include all image and graphic files imported into your document.**

Please supply original and editable copies of all graphic files. Graphics that are missing may remain visible on your page but may output in low resolution and look pixelated. Sending a print ready pdf file is also a great option for digital printing as you won't have to worry about sending your graphics or fonts with your print file.

Never copy and use images that you found on a web page. Web images may look great on the screen, but will not print like they appear. It is better to leave off a logo or photo altogether rather than copy one from a web page.

If you are ordering a large format poster or banner, be sure to use a high resolution graphic that will not lose quality when enlarged. Better yet, use a vector graphic that is designed for printing at any size. Remember, if it looks bad small, it will look worse when printed large.

## COLOR FORMAT

### **Convert all your colors from RGB to CMYK**

Your images may print off color or with inaccurate color if you neglect to convert images. Since your monitor is RGB, RGB images look great on screen, but they will look washed out and off color when printed on a CMYK printer or plotter.

### **Solid or spot colors should be chosen from a Pantone (PMS) coated list.**

The Pantone Matching System (PMS) is designed to provide us with a color that Some Pantone colors are outside of the CMYK color space and appear different when printed as process color. We suggest referring to a current Pantone color to review your color. Never rely on your screen image for color.

### **A note about color accuracy**

Our presses are calibrated to produce the most accurate color possible. Please do not use your own printer or monitor as a guide to color accuracy. Since we print using CMYK inks, spot colors may print differently than their PMS equivalent. If you are concerned about color accuracy, always allow enough time to request a proof before printing your order.

## DOCUMENT BLEEDS

### **Include and set up your document bleeds correctly**

Make sure all bleeds extend at least an eighth of an inch beyond the edge of the finished document. Without bleed included, we will need to trim into your document's live area to eliminate a white edge.

→  
More tips on page 3



## FILE FORMAT AND IMAGE RESOLUTION

### **Save your images as tif or eps**

Avoid jpeg files, as this format is designed for low res graphics used on the web, not for high quality printing.

### **Always save your images at the right resolution**

Never “up res” your image as this may cause undesired softness or blurring.

For small format printing, your image should be saved at 150 dpi.

For large format printing, your image should be saved at 125 dpi at the final size.

Example:        If your document is designed at actual size, your scans should be 100dpi.  
                      If your document is being enlarged 200%, your scans should be 200 dpi, etc.

## FONTS

### **Supply the necessary fonts for your job or convert the fonts in your graphic to outlines**

This function is available in programs such as Illustrator and InDesign.

If you are using postscript fonts, please be certain to provide both printer and screen fonts. If printer fonts are missing we will not be able to create a proof or plates for your job. Be careful about using low quality fonts you found for free on the internet. Many times these fonts are fine for web pages but will not print correctly on a high res printer or press.

## PROOFS

### **Why take a chance? Always send us a mock-up as a guide for printing.**

A PDF submitted with your print file is suggested so we can proof your output against your pdf proof. If you aren't able to send a pdf with your file, a faxed or printed proof will also work fine.

**Following the above checklist helps reduce potential problems, accelerates job delivery and avoids additional fees associated with pre-press problems.**

**Confused? Overwhelmed? Have more questions?  
Just give us a call, and we'll help walk you through the process.**

