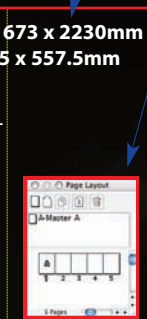




Pop Up Guidelines

Panels should be set up as individual pages and placed next to each other as a spread in the page layout at 25% size. (see main diagram)

5mm Bleed



ACCEPTED FILES

- *QUARK EXPRESS:** If created in QX8 please save back as QX7 and please provide all full suitcase fonts and all tif, eps, jpg and other files placed. Please create all files at 25% (quarter size).
 - *ADOBE INDESIGN:** Save all files with outlined fonts and placed pictures embedded. Go to file then select Export and save files as either a PDF or an EPS.
 - *ADOBE PHOTOSHOP:** Create all files at 300dpi and at 25% of original size for the best possible results on output trying not to exceed a file size of over 300mb. When ripping files over this size it becomes very time consuming opening/saving and slows down network traffic. Save all files in CMYK as either EPS or TIF formats. We can also accept JPG, PSD or PDF but prefer EPS or TIF.
 - *ADOBE ILLUSTRATOR:** Create all files with text to outlines and placed pictures embedded and save as an ai file or an EPS. If not please provide all full suitcase fonts and all tif, eps, jpg and other files placed.
 - *FREEHAND:** Save all files with text to outlines and placed pictures embedded and save as an EPS. Alternatively select Export from the file menu and save as an illustrator (ai) file.
 - *PC GENERATED FILES:** Please ring to check if we can take the format produced as our Studio computers are all Mac based.
- Files saved as **PDF** for outputting must be saved in **Hi-Res** format.

PLEASE PROVIDE A COLOUR PROOF

N.B.
ARTWORK: If files are not provided as the guidelines stated above you may be charged for artworking time for correcting artwork. This will be charged at an hourly rate of £40 per hour. If you require further assistance please call **0117 965 55 66** and speak to **ROBIN CAMPBELL**.

COLOUR MATCHING: This can be carried out on request, but if we do not have a colour proof or colour references the file will be printed exactly from the file provided and we will not be held responsible for unpredictable results of colour matches. WE ONLY PRINT FROM **CMYK** FILES AND OUR PRINTERS PRINT IN 6 colour (C,M,Y,K,LM,LC) AT 1200 x 600dpi (DYE-BASED) AND 720 x 720 dpi (SOLVENT BASED) FOR THE BEST POSSIBLE QUALITY OUTPUTS.

* PREFERRED SOFTWARE

Final artwork must cover all panels including bleed trying to keep all text away from line breaks where possible. Artwork should be sized at 25% with the highest possible dpi (300). PLEASE REFER TO THE ACCEPTED FILES PARAGRAPH

THIS GUIDE IS BASED ON AN EASY STAND 3 x 3 CURVED POP UP - FOR ALL OTHER MAKES OF POP UP SYSTEMS PLEASE REFER TO THE SUPPLIERS SPECIFICATION SHEETS FOR ALL PANEL SIZING