

Preparing Artwork for Digital Banners



Layout Specifications in CMYK

Raster Images:

Raster Images should have a **minimum of 150 dpi** (dots per inch) **at final output** size or a proportional size, ie:

Full Scale - 10' x 10' final size layout would equal a 10' x 10' photoshop image @ **150 dpi**.

Half Scale - 5' x 5' image @ **300 dpi** for a 10' x 10' output.

Quarter Scale - 2.5' x 2.5' image @ **600 dpi** for a 10' x 10' output.

Keep graphic within printable area.
(See Illustration)

Text:

All text has to be **converted to outlines or curves** to avoid font issues.

Spot Colors:

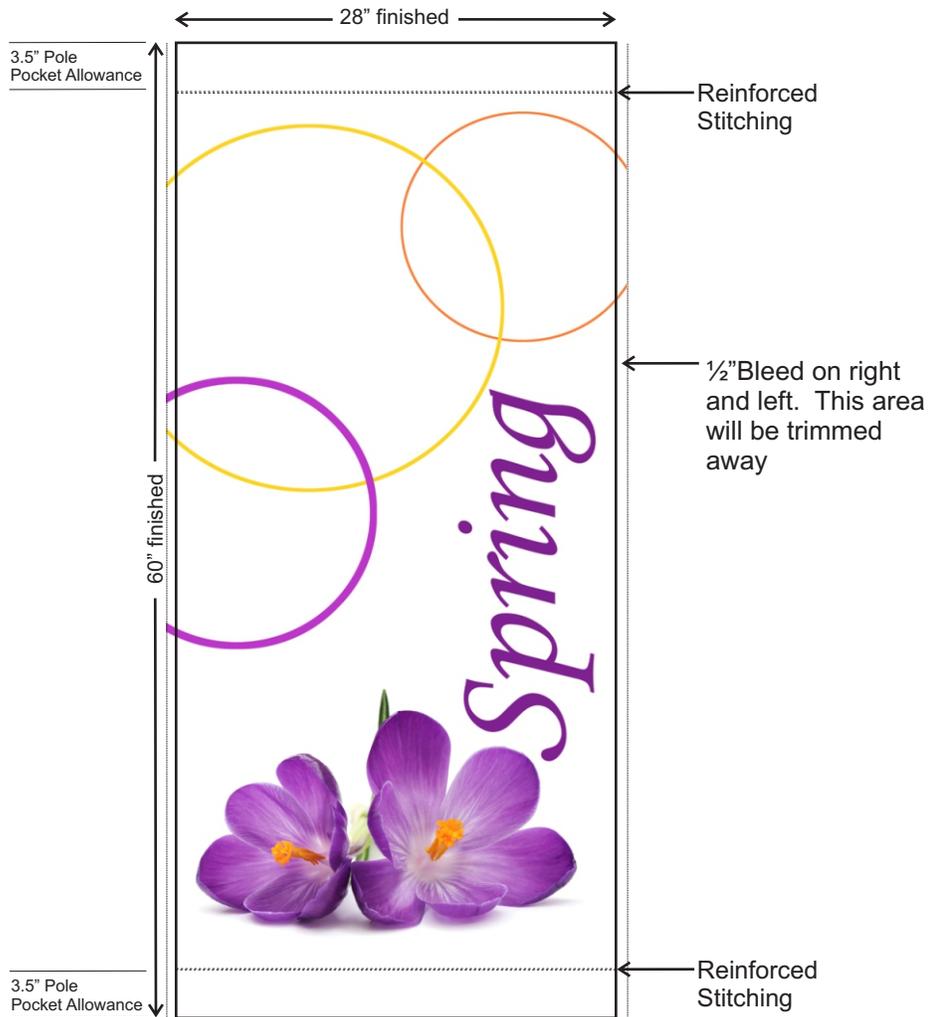
All spot colors will be printed as CMYK.

Bleed:

A 28" x 60" banner will have a layout dimension of 29" x 60". The additional inch is provided for the bleed area, left and right. The banner will be printed and then cut down to 28" x 60" so that graphic bleeds off the edge of the vinyl.

File Preparation:

Files can be saved as a pdf. Be sure to be work in cmyk and include bleeds.



18 oz. Commercial grade vinyl

Pole Pocket Allowance:

Banner pocket size is determined by the diameter of the banner rod arm. If the rod arm is in excess of 13/16" in diameter, contact one of our representatives to help determine pocket size as you will need a pocket larger than 3.5".

It is recommended that you keep graphics & text out of the pocket area if possible.

Please contact Downtown Decorations, Inc. for further details if needed. 1.877.369.6332