

# ART SUBMISSION GUIDELINES

Please take into consideration the size and medium of the art you are submitting and how it will be used. If you do not understand the parameters, contact us first before forwarding any material. One of our staff would be happy to discuss the scope of the project. By working together we will expedite the process and avoid unusable material, errors and lost time.

## FILE EXCHANGE

Accepted transfer methods:

### **CD or DVD**

**FTP.** Please call office for login information

**E-Mail.** Files 4MB and smaller can be e-mailed to your account director

Note: When transferring electronically, please compress your files using one of these formats:

.sit (Stuffit archive, MAC standard),

.zip (Zip files, PC standard)

This reduces transfer times and helps to insure reliable transmission as compressed archives are less likely to become corrupt during transmission.

## ACCEPTED FILE FORMATS

We accept files in both Mac and Windows formats. Please specify platform. CD/DVDs should be encoded for both formats.

### VECTOR ART

#### **.eps, .pdf, .ai (Adobe Illustrator)**

Vector images are made up of lines described mathematically. These graphics are resolution-independent and can be scaled up or down with no loss in resolution or quality.

### RASTER ART

#### **.eps, .psd, .tif, .jpg**

Images comprised of grids of dots, or pixels with each pixel containing color information. They are also known as bitmaps.

**JPEGs should always be saved to maximum quality.**

Please see notes below on resolution.

## PAGE LAYOUT

**Adobe Illustrator** - Prepare all images following Horizon Displays requirements. Scale and manipulate all raster images in their native applications before placing them in your page layout files. Send separate files of all images and fonts used. It's not required, but is a good idea to include all placed images in their native format (e.g., you might have saved a flattened Photoshop file as a CMYK .TIFF to place in Illustrator. Sending the original, layered RGB Photoshop file as well may allow us to make corrections more easily during time critical projects.) Please include a PDF proof to avoid improper font usage, text reflow and other potential issues.





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## NON STANDARD SOFTWARE

Files from non-graphics industry standard business or presentation programs (e.g., Microsoft Word, Excel, PowerPoint, and Publisher) are not compatible with postscript output processes. Our acceptance of such files will result in additional charges to make them output ready.

## RESOLUTION

Raster files should be created at a minimum of 150 dpi at finished size. It is acceptable to scale raster art in proportion to its finished size and resolution. An example would be: The 100% finished size of an image is 36" x 48" at 150 dpi. If you scale the artwork down to 9" x 12" (or 25% of its finished size), then the resolution of the 9" x 12" image must be 600 dpi.

## FONTS

Send all fonts used in your layout. When possible, convert type to outlines.

## TEXT

When Horizon Displays is setting your type, please send electronically preferably as an attachment to an e-mail. Text included in the body of an e-mail requires additional formatting. Faxes or hard copy will incur additional text input and proofing charges. Acceptable text formats are Word, Notepad or Simpletext (.txt) or rich text format (.rtf)

## YOUR COMPANY LOGO

Whenever possible, logos and accompanying text should be sent as vector art saved as .eps or .ai (native Adobe Illustrator) files. Specify any Pantone (PMS) colors by number. All logo text and tag lines should be converted to outlines. Bitmap, TIFF, or JPEG files are not acceptable, and if sent, will have to be recreated at additional cost.

If correct color is a requirement for your project, please send a hard copy color match proof. Digital or softproofs are not reliable due to a potential color shift between monitors and systems. Use PMS colors whenever possible in your vector art. Do not convert PMS colors to CMYK blends.

If you have technical questions, please feel free to contact Eric Foss at 630-417-8581 (efoss@horizondisplays.com) Please submit art files directly to your Account Director.

