



LIVE IMAGE AREA



BLEED AREA

- LIVE IMAGE AREA IS 14' X 48'
- BLEED AREA IS 15' X 49'
- LIVE IMAGE AREA 1/4" - 1"
- DO NOT SEND ACTIVE FONTS, CONVERT ALL TEXT

### GRAPHIC FILE FORMAT STANDARDS

WE ACCEPT THE FOLLOWING GRAPHIC FILE FORMATS FOR USE IN OUR DESIGN DEPARTMENTS. PLEASE CONTACT [DESIGN@YESCO.COM](mailto:DESIGN@YESCO.COM) WITH ANY QUESTIONS.

ALL FILES AND DISKS NEED TO BE PC FORMATTED. SEE NOTES 1

FOR LOGOS AND LINE/VECTOR-BASED ART, PLEASE PROVIDE FILES IN ONE OF THE FOLLOWING FORMATS:

- .AI (ADOBE ILLUSTRATOR VECTOR GRAPHIC)
- .CDR (CORELDRAW IMAGE)
- .DXF (AUTOCAD DRAWING INTERCHANGE FORMAT)
- .EPS (ENCAPSULATED POSTSCRIPT) SEE NOTES 2
- .PLT (AUTOCAD HPGL VECTOR GRAPHIC PLOTTER FILE)

FOR PHOTOGRAPHS, PICTURES OR RASTER/BITMAP-BASED GRAPHICS:

- .BMP (WINDOWS / OS/2 BITMAP GRAPHICS)
- .CPT (COREL PHOTO-PAINT IMAGE)
- .EPS (ENCAPSULATED POSTSCRIPT) SEE NOTES 2
- .GIF (GRAPHIC INTERCHANGE FORMAT) SEE NOTES 4
- .JPG (JPEG/JFIF IMAGE) SEE NOTES 3
- .PSD (ADOBE PHOTOSHOP FORMAT)
- .TIF (TAGGED IMAGE FORMAT FILE)

### RESOLUTION AND IMAGE SIZE INFORMATION

RESOLUTION OF 300 DPI IS PREFERRED, BUT AS LOW AS 100 DPI MAY BE ACCEPTABLE. SOME GRAPHIC FILE FORMATS DO NOT ALLOW YOU TO EXPRESS THEIR SIZE IN INCHES, BUT RATHER IN PIXELS ONLY. IN GENERAL, YOU NEED TO TAKE INTO ACCOUNT YOUR TARGET SIZE AND MULTIPLY BY 300 (TYPICAL PRINTING RESOLUTION). FOR EXAMPLE, IF YOU WANT A 8"X10" .JPG IMAGE, YOUR TARGET PIXEL SIZE WILL BE 2400X3000.

### NOTES:

- 1- WE ACCEPT ADOBE ILLUSTRATOR FILES FROM MACINTOSH SYSTEMS. PLEASE PROVIDE THE FILE IN ITS ORIGINAL .AI FORMAT AND AN ILLUSTRATOR .EPS (SEE NOTES 2) COPY OF THE SAME FILE. EMBED OR PROVIDE A COPY OF ANY FONTS INCLUDED IN THE FILE, OR CONVERT ALL FONTS TO PATHS BEFORE SAVING. (NOT RECOMMENDED FOR FILES WITH MORE THAN TEN WORDS).
- 2- TO SAVE AN "ILLUSTRATOR .EPS" FILE: WITH THE ORIGINAL FILE OPEN GO TO "SAVE AS" UNDER THE FILE MENU THEN CHOOSE "ILLUSTRATOR .EPS". LEAVE DEFAULTS FOR ALL OTHER SETTINGS.
- 3- JPG FILES ARE "LOSSY" WHICH MEANS THAT SOME OF THE ORIGINAL IMAGE DATA HAS BEEN THROWN AWAY TO MAKE THE FILE SMALLER. THIS IS USUALLY NOT A PROBLEM FOR PHOTOGRAPHS, BUT CAN BE AN ISSUE FOR SOME GRAPHICS, PARTICULARLY THOSE THAT WILL BE USED IN LARGE-FORMAT DISPLAYS, SUCH AS BILLBOARDS. THE IMAGE MAY CONTAIN ARTIFACTS (DEFECTS) THAT CAN BE NOTICEABLE.
- 4- GIF FILES ARE LIMITED TO 256 COLORS AND ARE GENERALLY NOT RECOMMENDED FOR PHOTOGRAPHS.