

Best Practices for Submitting Large Format Files to Your Print Vendor

Be Specific With Your Details and Specifications

- **Dimensions:** What is the final size of the piece?
- **Scale:** If the final print dimensions are proportionately larger or smaller than the file size, at what percentage should the piece be printed?
- **Safety:** Is all content within a minimum of 1/8" (0.125) from the edge?
This safety area ensures logos and other graphical elements are not cut off when the piece is printed.
- **Material:** What will the piece be printed on?
Polypropylene, paper, Valeron, fabric, vinyl or other
- **Finishing:** Is any lamination, mounting, grommets or hardware required?
- **Software:** What type of file will be submitted for print?
Packaged InDesign, high resolution PDFs, PowerPoint or other

Carefully Consider Your Artwork (Images, Logos, Figures or Illustrations)

- **Images:** Are the images Vector or Raster?
300 DPI is the recommended resolution for raster images.
- **Colors:** Are the colors PMS spot or CMYK process?
If printing from a PowerPoint file, the printing equipment will convert the RGB colors to CMYK.
- **Color Matching:** What PMS colors, if any, should be used for color matching?

Arrange File Transfer Methods That Ensure Best Results

- **File Submission:** How will files be submitted to your large format printing vendor?
- **Proof Review:** Will you need a proof to review prior to printing?
PDF or hardcopy
- **Preflight:** Large format print shops will typically use software, such as PitStop, to verify image resolution, colors, fonts, etc.

Provide Shipping and Packaging Instructions

- **Preferred Shipping Method**
FedEx, UPS, private courier or other
- **Billing Code**
- **Due Date**
- **Delivery Address (including cell phone number of recipient)**