



Art File Production Guidelines

TRIM SIZE (A)

47" w x 69" h

Variations up to 1/8 inch are allowable.

Variations greater than 1/8 inch may be unusable.

LIVE COPY AREA (B)

44" w x 66" h

No text or graphic to exceed this area.

RECOMMENDED TEXT AREA (C)

43.75" w x 65.625" h

Art File Production Guidelines

FILE TYPE & SOFTWARE

Digital file types accepted are: Mac or PC platforms, CD-ROM, 100mb Zip, or upload to our FTP server.

Preferred software to be: QuarkXpress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign. High res JPEG and PDFs are also accepted.

ARTWORK SETUP

Document should be set up to scale per the above size guidelines with .25" bleed at full production size.

CMYK is preferred color format for all submitted files.

IMAGE RESOLUTION

Image resolution of all photographs and images should be scanned at a minimum resolution of 100 DPI at full output size.

A recommended 150 DPI will give the best overall print quality.

Final production should be set up at a minimum of 100 DPI at 100% output size, then can be scaled down at this same ratio, (i.e. 200 DPI at 50% output size.)

LINKED FILES

If looking for critical color match, file submissions should include a color match-print of the final files including all screen fonts, printer fonts, and links or placed files on your final disk. Use of pre-flight utility like FlightCheck to collect files is strongly recommended.

Distribution Center

Ship printed materials to our distribution center to arrive at least **10 business days** before your contract start date:

INVIEW GRAPHICS
EYE DISTRIBUTION CENTER
ATTN: Michael Parris
3757 Powers Court
Chattanooga, TN 37416
423-664-3000

Poster Production Guidelines

PROCESS SPECS

Posters may be printed using either screen or digital processes.

Poster thickness should be between 4-8 points (.004"-.008").

Posters should not exceed 1.25 lbs (527g) each.

SUBSTRATE

Citylight or Greenlight is the recommended substrate, however EYE also accepts matte paper, opaline, hanita, and ultraform (monadnock). **ECO-BACKLIT material is NO LONGER ACCEPTED.**

TRIMMING

Please ensure posters are trimmed square, otherwise materials will be rejected as they can not be used in our fixtures.

OVERAGE

10% OVERAGE IS REQUIRED. Campaigns with 10 or less panels should provide 1 poster as overage. It is also required that outdoor campaigns longer than 3 months provide additional posters as overage.

LAMINATE

Outdoor Malls: A textured laminate is REQUIRED for OUTDOOR MALLS ONLY. (All Outdoors Malls are listed on page 2.)

INDOOR MALLS: Laminated ads will NOT be accepted.

*St Johns Town Center has a separate printing specifications sheet. Broadway Plaza, Santa Monica Place, Scottsdale 101 and The Village at Corte Madera are outdoor centers that have REQUIRED specific outdoor scrolling materials, please request production specifications for these 4 malls from your EYE sales representative.

FOR ALL QUESTIONS, CONTACT:

Erin May | Traffic and Service Delivery Manager
877 393 6671 x 8967 | erinmay@eyecorpmedia.com

**Outdoor Malls Requiring Laminated Ads**

SanTan Village, AZ

Horton Plaza, CA

Mission Valley, CA

UTC, CA

Coconut Point, FL

Pier Park, FL

The Falls, FL

The Shops at Sunset Place, FL

Crestview Hills Town Center, KY

Louisiana Boardwalk Outlets, LA

The Shops at Nanuet, NY

The Domain, TX

Firewheel Town Center, TX

Redmond Town Center, WA

Malls with other Specification Requirements

Scottsdale 101, AZ

Broadway Plaza, CA

Century City, CA

Santa Monica Place, CA

The Village at Corte Madera, CA

Old Orchard, IL

Stratford Square, IL

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