

**VINYL OR KNIT FABRIC MATERIAL IS  
SUITABLE FOR THESE BANNERS  
POLE POCKET FINISHING IS REQUIRED**

## 5' w x 9' h Banner Hoist (Pole Pocket Finish)

Sew 3" Pole Pocket, Top & Bottom  
(Indicated with green dotted line)

Live Area: 108"h x 60"w

When building art file, please provide 1" of color bleed  
on all sides (indicated by pink dotted line)

### Artwork Submission

**Artwork for approval and production  
can be uploaded via We Transfer link below:**  
<https://eye-corp-media.wetransfer.com>

#### In We Transfer

**Email To:** artworkapproval@eyecorpmedia.com

**Message:** (Please Include Creative Name and  
Advertiser as Reference.)

### Software

Please create your files in one or more of the following Macintosh or Windows applications:

- **Quark Xpress**, including all placed images, logos, fonts and other elements.
- **Adobe Illustrator** with all placed files. Convert all fonts to outlines.
- **Photoshop**, including all layers, paths and channels.
- **Adobe InDesign**, including all placed images, logos, fonts and other elements.
- **Corel Users:** please export your file to a **Tiff** or **EPS**.

### Image File Formats and Modes

Files must be CMYK. If your file is RGB or duotone, convert it to CMYK. Be aware that some mode changes may produce unacceptable color shifts due to differences in color gamuts. Convert any non-photographic black (usually text and logos) to a rich black. The percentages are C:60, M:40, Y:40 and K:100.

#### Acceptable raster image file formats:

- TIFF, PSD, EPS
- Handshake-CT/SCITEX CT
- JPEG – Some quality loss may occur

### File Preparation

All high resolution or rastered images must be 75 dpi or higher when printed at 100%. If you find it necessary to increase the scale of the image to achieve the desired cropping; the resolution will be reduced as you increase the scale at which the image is placed. It will be necessary to increase the size of your scan to compensate for the loss of resolution. The result should be at least 75 dpi at the final size. If the file you are using is not natively at least 75 dpi at final size, there will be a loss of sharpness, and in extreme cases pixelization may occur.

We must have all fonts and supporting graphics sent to us. Low resolution FPO's may be placed as long as the high resolution image is provided as well.

### Fonts

Always include all necessary fonts. When using Adobe Illustrator or Adobe InDesign you may convert fonts to outlines.

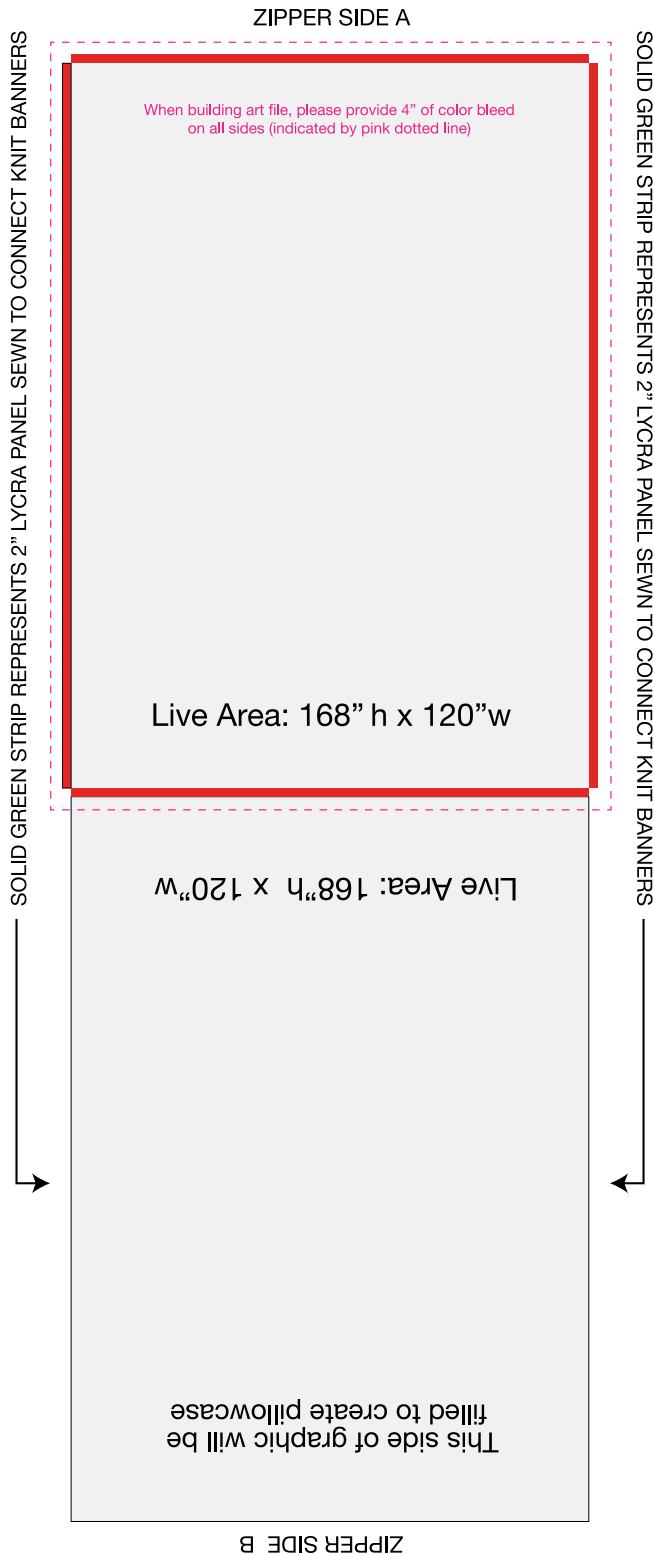
### Digital Media

You may send us files using the following on DVD or CD-ROM. Electronic Transfer: email us at: [prepress@fusion-imaging.com](mailto:prepress@fusion-imaging.com) or use our FTP site <ftp.fusion-imaging.com> (user name: fusion, password: 6hUthuaa). Use Fetch, RBrowser Lite or Transmit if you are a Mac user. When using electronic transfer services, remember to call your EYE account manager and notify them that artwork has been sent. All art must go through the account services department before prepress can work on it.

### FOR ALL QUESTIONS, CONTACT:

Erin May | Sales Operations Manager  
512 492 8930 | [erinmay@eyecorpmedia.com](mailto:erinmay@eyecorpmedia.com)

**KNIT FABRIC PILLOWCASE IS THE  
REQUIRED MATERIAL AND FINISHING  
NO VINYL CAN BE USED**



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