



Art File Production Guidelines

TRIM SIZE (A)

40" w x 50" h

Variations up to 1/8 inch are allowable.

Variations greater than 1/8 inch may be unusable.

LIVE COPY AREA (B)

38.75" w x 48.75" h

No text or graphic to exceed this area.

RECOMMENDED TEXT AREA (C)

38.5" w x 48.5" 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.

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.)

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.**

OVERAGE

10% OVERAGE IS REQUIRED. Campaigns with 10 or less panels should provide 1 poster as overage.

LAMINATE

Laminated ads will NOT be accepted.

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

FOR ALL QUESTIONS, CONTACT:

Erin May | Sales Operations Manager
512 492 8930 | erinmay@eyecorpmedia.com

Failure to comply with the above specifications may delay and/or result in posting error.