



The Basics

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. Preferred Print File type: High res JPEG and PDFs.

ARTWORK SETUP

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

Dimensions

Files should be submitted:

Trim Size: 14" h x 48"

Live Area: 12" h x 46"

This must be in a landscape format.

Recommended Resolution is 300ppi.

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.)

Image Resolution

PROCESS SPECS

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.)

Additional Requirements

PROCESS SPECS

- Adobe vector files accepted at any scale
- All files: CMYK format
- Do not use crop or registration marks on file
- For formats other than high resolution PDF, please include all support files (eps, tiff, jpeg, etc.)
- **Convert fonts to outlines**

FOR ALL QUESTIONS, CONTACT:

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