



## 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  
6250 Enterprise Park Drive  
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.