

ARTWORK SUBMISSION SPECIFICATIONS

PRINTING METHODS

Digital Printing: Our preferred method of printing and most affordable option. Output graphics are directly printed on the tent fabric using a large format digital printer. Both raster images and vector image styles are supported. CMYK+ White Ink are available. Can print on white vinyl or colored vinyl.

Screen Printing/Silk Screening: Used for a step and repeat of the same vector-based artwork at the same size for multiple applications. Maximum printable image size 48" x 60" Not possible with "raster" images.

Frisket Painting: Used for smaller quantity production and larger formatted vector based printable images. Stencils are produced and layered to achieve the final printed image. Not possible with "raster" images.

DEFINITION OF IMAGE TYPES

Raster Images: Images that have a predefined pixel or resolution. When enlarged, raster images become distorted and jagged around the edges. All photographs are naturally "raster" images. See Resolution below.

Vector Images: Preferred format for large format graphics. Images have no pre-defined pixels or resolution. Image shape is determined by shapes and curves that can be enlarged or shrunk without any loss of image quality. See Fonts below.

MEDIA

We prefer to accept files under 5mb in size via email. Please reach out to your sales representative for email information. For larger files, we are able to use common file sharing utilities like Dropbox, OneDrive, Google Drive, WeTransfer, or most any of your choice. We do not accept files from thumb drives or portable hard drives.

NON-DIGITAL

We do not accept non-digital artwork

APPLICATIONS

Our team functions in the Adobe Creative Suite. Please supply vector files in either adobe Illustrator (.AI) format or a generic Encapsulated Postscript (.EPS) file format. Please note that no Corel files will be accepted.

FONTS

We require all fonts to be converted to outlines by the provider of the files. This will ensure that the integrity of the final output will match the proof supplied with the job. Any deviation may lead to delays in production.

COLORS/PROOFS

Please supply all full-color files in CMYK workspace. Any spot or Pantone™ colors must be defined within your files and will identify on your graphic layout from us. If no spot or Pantone™ colors are identified, your project will be printed using the nearest CMYK equivalent. Note that all Pantone™ designated colors that

are to be digitally printed shall be printed using a CMYK process. Some Pantone™ colors are not achievable with CMYK process printing. If colors are important to your project, we strongly recommend you order a physical proof be printed for your project and approval. Please note that colors you see on your monitor and colors from your own printer should not be used for color checking processes as they do not produce accurate results.

RESOLUTION

When determining the image resolution for raster images the following should be considered: Final Printed size, viewing distance, and printing method. We recommend final output resolution be in the range of 72ppi to 150ppi at final print size for most tent projects. For graphics printed in a larger format, lower resolution down to 50dpi is acceptable. For items that might be viewed at very close range, we recommend resolution of 300ppi.

Far Distant Viewing

Print will be viewed from > 30' distance
Example: Bill boards, Large roof graphics

Final Print Size (FT)	Min Pixel Dimensions @ 50PPI
10	6,000
20	12,000
30	18,000
40	24,000
50	30,000
60	36,000

Moderate Distant Viewing

Print will be viewed from 10-29' Distance
Example: Tent Tops, Gable Graphics

Final Print Size (FT)	Min Pixel Dimensions @ 72PPI
10	8,640
20	17,280
30	25,920
40	34,560
50	43,200
60	51,840

Moderate Close Viewing

Less than two feet view distance
Example: Sidewall Graphics, banners

Final Print Size (FT)	Min Pixel Dimensions @ 150PPI
10	18,000
20	36,000
30	54,000
40	72,000
50	90,000
60	108,000

Close Viewing

Less than two feet view distance
Example: Literature, magazines

Final Print Size (FT)	Min Pixel Dimensions @ 300PPI
10	36,000
20	72,000
30	108,000
40	144,000
50	180,000
60	216,000