



ARTWORK REQUIREMENTS

IMPORTANT NOTE ABOUT ARTWORK DEADLINES: In order to ensure high-quality printing and timely posting, all artwork must follow the requirements on this page, and be provided to Interstate no later than 4 weeks prior to contract start date. Billing will commence as per posting date on signed contract, regardless of a client's ability to provide required artwork on time.

LAYOUT PROGRAMS:

Please provide layouts in the original programs they were created in, whenever possible!
(For example, if your layout was created in Quark, provide the Quark file **ALONG WITH ALL FONTS AND IMAGE FILES**, rather than sending only a pdf.) We can accept files in the following programs:

- QuarkXpress 6
- Adobe Photoshop CS 8
- Adobe Acrobat PDF 7
- Adobe InDesign CS 3
- Adobe Illustrator CS 11

IMAGE SIZE AND RESOLUTION:

- 300 DPI (dots per inch) **MINIMUM** for images scaled at 1/2" = 1' (600 dpi for 1/4" = 1' scale).
Any image below 300 dpi is not recommended, unless the image is sized larger than the suggested measurements (for example, 150 dpi will work if your scale is 1" = 1').
DO NOT USE IMAGES FROM WEB SITES! They are low resolution (only 72 dpi) and not suitable for printing!
- Or provide the **ORIGINAL** artwork, image, or photo to be scanned in-house.
(Examples that **CANNOT** be scanned for quality use: prints from a book, magazine, or your personal printer.)
- For more details on scaling and mechanical sizes, please refer to our **PRODUCTION SPECS**.

COLOR:

Use **PANTONE**, if possible, for solid colors. Otherwise, use **CMYK** rather than **RGB**. Our printers use **CMYK**, and when **RGB** images are converted to **CMYK**, the color often changes.

LOGOS:

To ensure logo quality, we recommend/prefer the following formats:

- Vector EPS: Illustrator or Freehand
(THIS IS THE BEST FORMAT! It can be enlarged to any size without losing image quality.)
- Adobe Photoshop: JPEG, TIFF, EPS, PICT, BMP, PSD, etc.
(ONLY if they meet the image size and resolution requirements above)
- Camera Ready
(NOT FAXED OR PHOTOCOPIED, but quality printed logos, which can be scanned)

PLEASE INCLUDE THE FOLLOWING:

- Color printout or pdf file of images and/or layout.
- Fonts (we recommend PostScript format).

HOW TO SEND YOUR ARTWORK:

- MAIL: Materials to be scanned to: Interstate Outdoor, 905 N. Kings Hwy., Cherry Hill, NJ 08034.
- MAIL: Downloaded materials on CD or DVD (MAC formatted).
- EMAIL: Files 5 MB or under to: [Kristy Sevag, Art Director ksevag@interstateoutdoor.com](mailto:KristySevag@interstateoutdoor.com)