

# **INTERSTATE**

## **ARTWORK REQUIREMENTS**



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## Layout Programs

Please provide layouts in the original programs they were created in whenever possible!

For example, if your layout was created in InDesign, provide the InDesign file *along with all fonts and image files*, rather than sending a PDF file.

We accept artwork created in the following programs:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Acrobat PDF



## 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 WEBSITES! 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 of what 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.

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## 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

- Vector: AI, EPS, PDF  
(This format is preferred because it can be enlarged indefinitely without losing quality)
- Raster: PSD, EPS, TIFF, JPEG  
(Must meet image size and resolution requirements)

## How to send your Artwork

- EMAIL: Files 10MB or under to  
Art@interstateoutdoor.com
- FTP: Files larger than 10MB should be sent through an ftp service such as dropbox.com
- MAIL: Mac formatted discs or USB drives can be mailed to:

**ATTN: Art Department  
Interstate Outdoor Advertising  
905 North Kings Highway  
Cherry Hill, NJ 08034**

*In order to ensure high-quality printing and timely posting, all artwork must follow our requirements and be provided to Interstate no later than 2 weeks prior to contract start date. Billing will commence as per posting date on signed contract regardless of client's ability to provide artwork on time.*

# INTERSTATE

## OUTDOOR ADVERTISING

› 905 N. Kings Highway  
Cherry Hill, NJ 08034

[interstateoutdoor.com](http://interstateoutdoor.com)