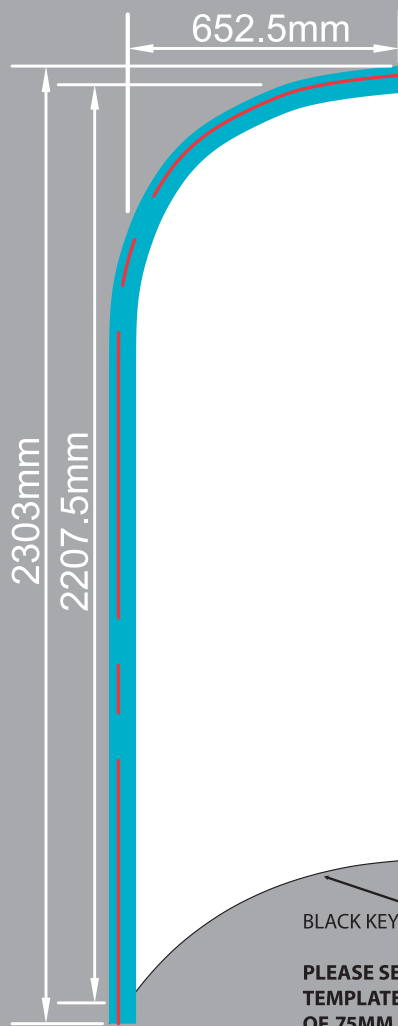


Small Feather Flag Technical Specifications



BLACK KEYLINE DENOTES FLAG.

PLEASE SET ARTWORK TO THIS TEMPLATE AND ADD A MINIMUM OF 75MM BLEED AROUND IT

RED KEYLINE DENOTES POLE

CYAN FILL DENOTES HEM

- Graphic image area 652mm x 2208mm
- 3m flag pole
- Choose from rotating ground spike, cross base or car foot
- Washable graphic
- Collapsible pole
- Water resistant carrying case
- We offer an amazing 3 day turnaround



Spike base



Cross base



Drive-on car foot



what to do next

- 1 Organise your artwork using this pdf as your artwork template. Alternatively speak to one of our representatives about using the imageco studio and designers.
- 2 Ensure your own artwork is set up in Quark, Illustrator, Indesign, Freehand or Photoshop and set up at quarter size.
- 3 Forward your artwork to us either by disc, or through our upload system found on our home page.
- 4 Simply await delivery of completed project to your pre-arranged address or collect from our premises.
- 5 When ordering a replacement graphic for this imagescreen, please ensure the mechanism is returned for the new graphic to be installed



Tel. 0845 130 77 00

fax. 0870 011 77 01

email. info@imagecoltd.com

upload artwork. www.imagecoltd.com/upload

Guidelines.

supplied artwork spec sheet 1

To ensure smooth throughput of your graphics, Imageco have assembled a few guidelines for artwork preparation. If you would like to discuss a project prior to starting artwork, we suggest a quick call to a member of our Studio on 0845 130 77 00.

Supplying files

Artwork can be supplied using the following methods:

- on disk -** CD or DVD
- isdn -** 0113 272 13 47 please place all files in a single folder and labelled this with your company name and date.
- email -** attach your files and send them to studio@imagecoltd.com - files no larger than 5mb.
- upload-** www.imagecoltd.com/upload

Artwork to be supplied with a hard copy proof where possible - a laser for content or a contract proof for colour (Epson & Digital Cromalin are the preferred colour proofs).

Artwork transmitted by isdn or other electronic means should include a lo-res PDF, for our reference.

Preferred applications

Imageco accept artwork created in the following applications:

Adobe InDesign CS2, Adobe Illustrator CS2, Adobe Acrobat, Quark Xpress 6.5, Freehand MX

For accurate colour matching, spot colours to be left as Pantones. Where possible supply all scans and Photoshop generated artwork in CMYK.

When supplying artwork created in applications other than those listed above, please export or save your work in the following file formats:

PDF, Illustrator.eps, Illustrator.ai, Photoshop.tif, Photoshop.jpeg

Print-ready PDFs

We can accept and print directly from high resolution, print-ready PDFs.

Our preferred PDF specification is PDF/X-1a. The contents of PDF/X-compliant files meet the requirements for standard prepress use. PDF/X-1a files allow CMYK and spot colours only.

If you require further information on creating Hi-res PDFs, please contact our Studio directly.



imageco

tel. 0845 130 77 00

fax. 0870 011 77 01 isdn 0113 272 13 47 info@imagecoltd.com

Guidelines.

supplied artwork spec sheet 2

Scan resolution and file size

When scanning or creating Photoshop generated artwork for a new project, please see the guidelines below:

Highest quality, close viewing work - scan 800dpi, quarter of printed size (200dpi at final size).

General display work - 300dpi, quarter of printed size (75dpi at final size).

Banner & Billboard work - 200dpi, quarter of printed size (50dpi at final size).

| Printed size | Close viewing | General display | Banner & Billboard |
|--------------|---------------|-----------------|--------------------|
| A3 | 30mb | 15mb | - |
| A2 | 60mb | 25mb | - |
| A1 | 120mb | 50mb | - |
| A0 | 240mb | 100mb | - |
| 1000x1500 | - | 150mb | 25mb |
| 1500x3000 | - | 200mb | 70mb |
| 3000x6000 | - | 400mb | 260mb |

We are often asked about re-purposing existing scans or Photoshop generated artwork for use in large format display work. As a guide, we would be able to enlarge your files by 400% and still achieve good results. Using this theory we could successfully reproduce artwork for a full page A4 magazine Ad, at sizes up to A0. Sizes greater than this may still produce acceptable results for display work, but image quality tends to degrade the larger you go.

Proofs and approval

A standard request prior to print, would be for us to supply a PDF for content approval. Imageco utilise **WebProof**, a web based proof approval system, which manages this PDF delivery and approval. You will be notified via email when a proof is ready to approve, this PDF can then be viewed online or downloaded to your computer for accessing in Acrobat. The PDF will be correct for content only.

When a hard copy or paper proof is required prior to print, we are able to produce a proof from the same print device the final job will be run on. This will be accurate for both colour and content.



imageco

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