

DESIGN SPEC SHEET

A guide to supplying digital artwork for Banners & Pop-ups:

Please ensure that you know your deadline. We Ideally require all finished artwork to be with us at least 5 working days prior to that deadline.

All Artwork to be supplied at 25% of final printed size in Quark Xpress, InDesign, Illustrator, Photoshop or Hi-Res PDF. If you cannot work to 25% please work to 'whole' scales i.e. 1:10, 1:20

WE CANNOT OUTPUT FROM FREEHAND FILES.

All Scans & Images at 25% final output size with a resolution of 300dpi CMYK. (These are then imported in a 25% Quark / InDesign file at 100% scanned scale).

Please supply all scans & Images as Photoshop EPS files with the encoding set to JPEG Maximum Quality, Preview to be left as Macintosh 8-bit. or as TIFF files, but **DO NOT** use LZW Compression.

Please provide logo's where possible as outlined Illustrator/Freehand EPS files.

When setting up artwork for multiple panelled pop-ups or banner stands in Quark / InDesign please use a single page where possible.

Please allow a 5mm bleed (document size, NOT final print size) around each edge of the page.

Please ensure that all Fonts, line art (Illustrator / Freehand EPS's) and scans/images that are linked or embedded within any graphic files are included, or outlined within the document.

Please note that ALL fonts within Illustrator/Freehand files MUST be outlined.

All files are outputted from the **Macintosh**, so please ensure that all your files are Mac Compatible.

PROOFS

Please ensure that you supply a PDF proof with your artwork.

Please supply Hard copy Laser proofs of your artwork with any critical colours indicated.

Any artwork amends are chargeable at £80 per hour or £60 per half hour. If you have any queries regarding sizes and/or the Spec. Please call.

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A guide to supplying digital AW for Banners & Pop-ups - 2

Files can be supplied by the following means:

CD, FTP, Email and Post.

If you are sending files to our ftp site please ensure the folder you are uploading is clearly identifiable.

Email the PDF proof and if required send laser proofs with files/folders names to your sales contact in our sales office.

FTP Details :

<ftp://maxim.redirectme.net>

Username : maximftp

Password : letmein

There are 2 folders within this site: maximftp and maximftp-mac

Please create a folder within one of these 2 folders, clearly labelled with your company name.

When the upload is complete, please inform your sales contact.



Tel: 01494 463464
Fax: 01494 535117

Maxim House, Kingsmill Park, London Road, Loudwater, Bucks HP10 9UB

DESIGN SPEC SHEET

Basic help sheet for creating files - 1

Supply all original files along with any imported scans, logos etc.

If importing Photoshop EPS files use 'single file' EPS files. Do not use DCS Separated ones.

Always supply a PDF proof and an up-to-date laser proof with all files, fully marked up with sizes, scales, fonts and any other relevant information. Please work to whole scales i.e. 1:4, 1:10 etc.

The four colour process (CMYK) can only reproduce a certain range of colours. If specific colours e.g. Pantone's are required please let us know in advance as a matching charge may be applicable.

Please note colours on the screen don't necessarily relate to the finished product.

When saving files please remember the following:

Adobe Illustrator - Save your files in Illustrator 10 or CS format with a CMYK preview. **Do not** save in illustrator 7 or 9 format. Where possible do not put artwork together in illustrator, please use Quark/InDesign instead, otherwise the files may be too big when saved as an EPS. If there are any fonts in illustrator please convert them to paths.

Adobe Photoshop - Supply CMYK files where possible (not RGB). Remove any spare channels and flatten layers. If you are saving as an EPS file, use the '8-bit Macintosh preview' with 'JPEG (Maximum Quality)', not Binary. If you are saving a TIFF file, use the 'LZW compression mode with a 'Byte order' on MAC. Please note LZW compression can't be used with a greyscale tiff.

DESIGN SPEC SHEET

Basic help sheet for creating files - 2

Scanned files / Images:

When printing scanned images the most important factors to consider are the quality and size of the scan are correct.

Please refer to the table (below) for your scanned images. We have calculated the approximate file sizes to supply, dependent on the final printed image size.

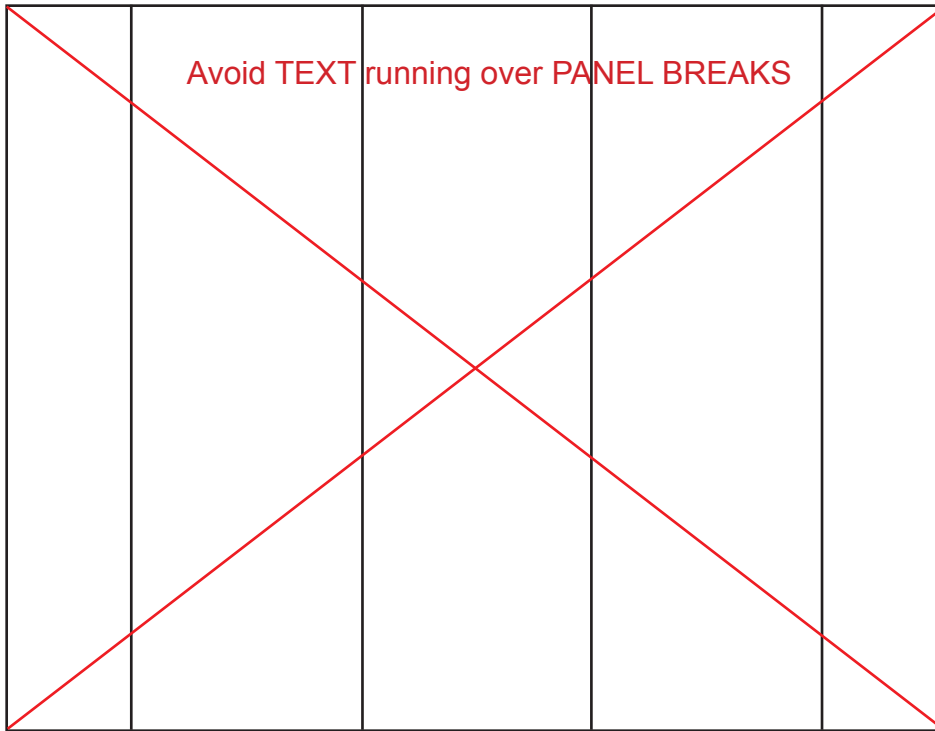
We suggest that you save your files at 300dpi for best results, however if we are producing a 10m wide wall for example, the dpi can come down to 72 as long as it's at size.

Finished print size	m ²	Optimum file size Mb
A3	0.12	3.6
A2	0.25	7.5
20" X 30"	0.39	11.7
A1	0.5	15
30" X 40"	0.77	23.1
A0	1	30
40" X 60"	1.55	46.5
42" X 72"	1.85	55.5
42" X 84"	2.17	65.1
42" X 96"	2.5	75
42" X 120"	3.09	92.7

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Basic help sheet for creating files - 3

Please do not supply Quark EPS's. If anything needs correcting we cannot amend these files. Please note that we cannot amend Hi-Res PDF's either. When designing for Premier™ or Evolution Pop-ups the best results (truly seamless graphics) can be obtained through keeping small copy off panel breaks where possible (see below). As a rule we try to avoid copy under 50mm Cap-height running over panel breaks.



Example of a Premier™
3x3 Pop-up

Be aware that the end caps are tightly curved panels, so it is advised that any logos or relevant imagery straying onto the outside half of the end cap will not be visible from the front.

To achieve a truly solid black the CMYK mix needs to be :
100% Cyan, 100% Magenta, 100% Yellow and 100% Black.

Please note that a CMYK split in Photoshop will not necessarily match a CMYK split in Illustrator/Freehand/Quark/InDesign when printed to our output devices. To achieve a match you need to create a Photoshop file matching the colour from the original scan and importing it into a Quark/InDesign picture box - for flat colour the scan can be small as it will not bitmap if scaled to, say, 600% in Quark/InDesign. Please call us if you have any queries.

DESIGN SPEC SHEET

POP-UP Panel sizes for most popular Kits.

Please note that for the Evolution products these sizes became Valid from Jan 2003
Please check with your sales rep if you think you may have purchased a frame prior to this date as the sizes may be slightly different.

EVOLUTION POP-UPS

	FRONT (per panel)	REAR (per panel)	END CAP (per panel)	HEIGHT-3 Quad
ORIGINAL (CURVED)	673mm	807mm	673mm	2225mm
ORIGINAL (STRAIGHT)	733mm	733mm	673mm	2225mm

PREMIER™ POP-UPS

	FRONT (per panel)	REAR (per panel)	END CAP (per panel)	FLAT END CAP	HEIGHT-3 Quad
CLASSIC CURVED	747mm	830mm	400mm	229mm	2343mm
CLASSIC STRAIGHT	781mm	781mm	400mm	229mm	2343mm
300 STRAIGHT	781mm	781mm	625mm	358mm	2343mm
300 CURVED	725mm	852mm	621mm	358mm	2343mm
MINI CURVED	621mm	692mm	400mm	1950mm	1950mm
MINI FLAT	650mm	650mm	400mm	1950mm	1950mm

EXPAND MEDIA FABRIC

	1x3	2x2	2x3	3x3	4x3	5x3
MEDIA FABRIC (FACE ONLY)	770(w) x 2240(h)	1500(w) x 1500(h)	1500(w) x 2240(h)	2240(w) x 2240(h)	2970(w) x 2240(h)	3700(w) x 2240(h)
MEDIA FABRIC (FACE AND ENDS) 310mm each end(w)	1390(w) x 2240(h)	2120(w) x 1500(h)	2120(w) x 2240(h)	2860(w) x 2240(h)	3590(w) x 2240(h)	4320(w) x 2240(h)

ELIPSE MOULDED CARRY CASE WRAP

	LENGTH	Visible text area front centred on document	HEIGHT
WRAP SIZE	1725	500mm W	770mm

DESIGN SPEC SHEET

Bannerstand Panel sizes for most popular Kits.

Please note that these sizes are the most current specification.

If you think you may have had a bannerstand from us prior to Jan 2005 please check with your sales rep as the sizes may be different to your existing stand.

BANNERSTAND TYPE	Visible dimensions of Graphic (mm)	Dimension to add to bottom of graphic to allow for roller
Twist	2000 (H) x 800/900/1000 (W)	NO
Twist Flexi-Link Graphics	2000(H) x 550 (W)	NO
Expand Quickscreen 1 & 2	2180/2000 (H) x 850/1000 (W)	250mm
Expand Quickscreen 3	2180/2000/1800 (H) x 500/850/1000 (W)	250mm
Advance OLD	2185 (H) x 800 or 1000 (W)	200mm
Advance NEW	2130 (H) x 800 or 1000 (W)	300mm
Barracuda OLD	2145 (H) x 600 to 1000 (W)	200mm
Barracuda NEW	2130 (H) x 800 or 1000 (W)	300mm
Blade	2155 (H) x 600 to 1000 (W)	200mm
Breeze	300 (H) x 210 (W)	10mm
Discovery OLD	2155 (H) x 800 (W)	200mm
Discovery NEW	2100 (H) x 800 to 1000 (W)	300mm
Eco	2010 (H) x 800 to 1000 (W)	200mm
Excaliber 1 or 2 OLD	2165 (H) x 800 or 1000 (W)	200mm
Excaliber 1 or 2 NEW	2130 (H) x 800 or 1000 (W)	300mm
Imagine OLD	2185 (H) x 800 or 1000 (W)	200mm
Imagine NEW	2130 (H) x 800 or 1000 (W)	300mm
Rollow	2000 (H) x 800 (W)	200mm
Stretch VT	2000 (H) x 800 or 1000 (W)	200mm
Pacific	2130 (H) x 800 or 1000 (W)	200mm
Orient	2110 (H) x 800 or 1000 (W)	200mm
Ark	2200 (H) x 600 or 800 or 1000 (W)	NO
Uno 1	2200 (H) x 600 to 1500 (W)	NO
Horizon	1500 to 2400 (H) x 2500 (W)	NO
Boomerang	2200 (H) x 800 (W)	NO