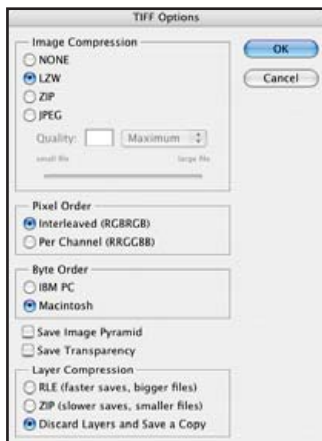


These **set-up specs** pertain to files that go **direct to print**.

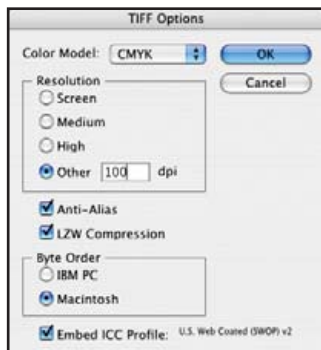
Please read:

These files are routed directly to production and are NOT proofed by SMART® Exhibits. The purchaser of the graphics for print is responsible for proofing all graphic files with their respective graphic designer prior to submitting them to SMART® Exhibits for output.

Photoshop CS2
"Save As"



Illustrator CS2
"Export"



*LZW is a compression format. This reduces the file size by about 70%. The file is easier to FTP and prints faster during production.

File Format = TIF file

Flattened, no layers please
Select LZW option Mac*

Resolution = 100 PPI

No more, no less please
Some apps use DPI, that works, too.

Color = CMYK

US Web Coated (SWOP) v2

Size = 100% Final Output

Example: 60" x 40" NOT 60.25" x 40.25"

If exporting from Illustrator it's important to make sure **Anti-Aliasing** is checked to ensure the text remains crisp and not jagged. Clear all stray items from your artboard, including masked items.

FTP upload instructions:

Archive all loose files in either (1) ZIP or Stuffit file. You will not be able to upload a folder. Include a text file with contact information along with the graphic files.

Name it your Order Reference Number (found on your web order), ie. **4022_2601.zip**. This ensures speedy production. Please, no loose files.

FTP client program login info:

ftp.smartexhibits.com
User = artwork
PW = artwork

If you prefer to upload from a web browser (be warned, less stable than a FTP client program) use this link: <http://ftp.smartexhibits.com/?login=artwork:artwork>

Files received by 2:00 PM CST typically ship out in 2 full business days. Large orders and longer lead times can take longer than 2 full business days to fulfill. As always, please allow sufficient time to receive your order.

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