

# File setup and delivery

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## File Formats

We only support Illustrator and Photoshop associated file formats.

**Indesign files will not be accepted**

## Preferred Formats

Print ready “pdf” files, illustrator “eps or ai” and photoshop “psd, eps or tiff” file formats are preferred. We support both Mac and P.C platforms.

## PDF Files

Pdf files are accepted. However, they should only be supplied if NO file manipulation is required. Please ensure that all typefaces are converted to outlines.

## Photographic image files

We require Photoshop, tiff, eps or PSD files saved in CMYK colour mode (not RGB). For files that require PMS colours ensure that you supply a layered psd file.

## Resolution

As a guide, the minimum resolution at full size is 72 dpi, maximum is 150 dpi. Please do not save as 300dpi as this is not needed with Large Format Printing.

## Final Layout

For vector artwork or combination image and vector (i.e lineart or type) artwork;

- Illustrator “eps” files are preferred with embedded photographic image files.
- Hi resolution “pdf” files that require no layout or size adjustments.
- **For 100% image files:** Photoshop “tiff or eps” files are preferred.

## Colours

Please indicate all PMS colours with correct PMS numbers. CMYK breakdowns are of little use when trying to match accurate colours. For colour accuracy, please supply an accurate colour proof for reference.

## Bleed

As a general rule please allow 100mm bleed on all edges, unless instructed otherwise. This gives us more freedom to allow for Fabric Stretch and Shrinkage.

## Safe zone

Due to the stretch of the Fabric, treat 100mm inside the finish size as the “Safe Zone”, please avoid placing any crucial information outside this area.

Send final files to Melinda Mak [melinda@snowtravelexpo.com.au](mailto:melinda@snowtravelexpo.com.au) or Phil Osborn [phil@snowtravelexpo.com.au](mailto:phil@snowtravelexpo.com.au)