

## 4 Quad Tower

### **PLEASE REMEMBER**

All artwork is to be scaled to 1/4 actual size  
at 300dpi (see scaled sizes below)

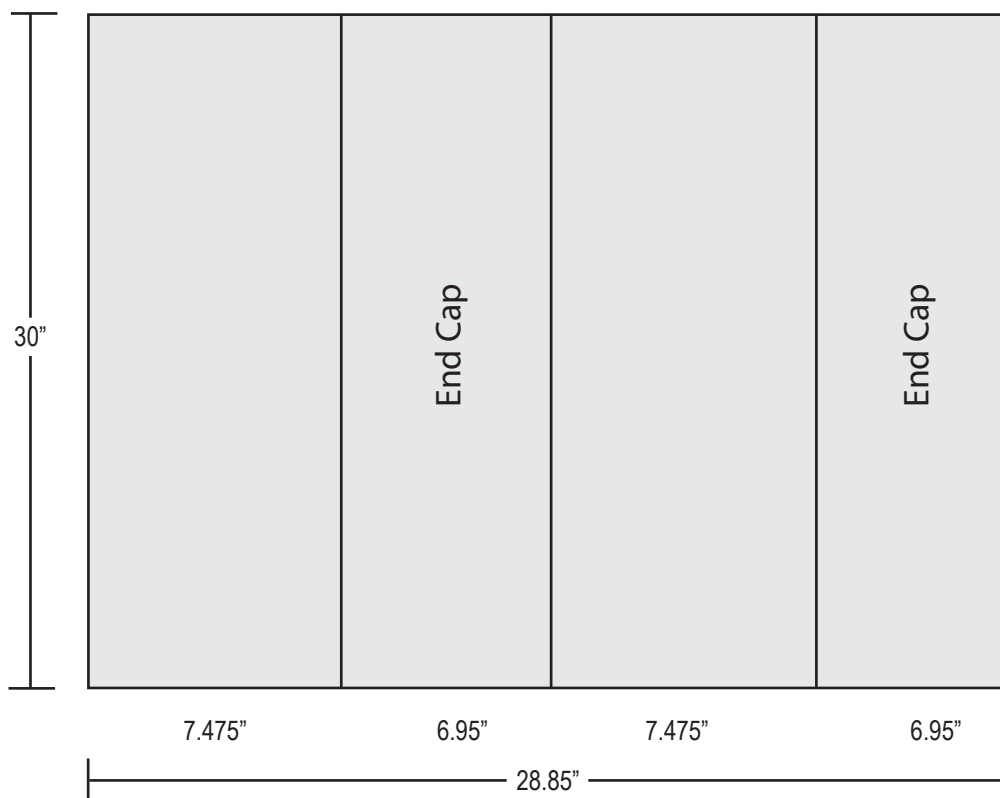
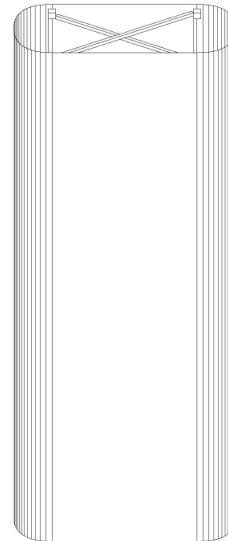
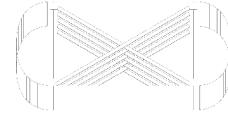
One Document.

No Bleeds.

No Tiling.

No Trapping.

Please refer to the following Art spec sheet  
for any further information.



Our Art Department operates on a Mac platform using Adobe CS3 as well as Quark 6.0

## Accepted Media

We accept CD's, DVD's as well as uploaded artwork to our FTP site; <ftp.ballancedisplay.com>

Username: client

Password: upload

Please label all files with the name of your company accompanied by the date i.e. **mycompany120207**. Also please send a confirmation email to [ted@ballancedisplay.com](mailto:ted@ballancedisplay.com) when all the files have been uploaded.

## Accepted File Types

If at all possible the preferred file types are, .PSD, .AI, .INDD but we will accept .QXD (up to version 6), as well as TIFF and EPS. NOTE: Corel Artwork must be exported to .AI with all type converted to curves.

## File Setup

Artwork should be created, in one piece, not panelled, to a scale (linear dimensional) of 1/4 of the actual size of the booth. ( Listed on spec sheets) The output file should have no bleeds or press marks. All Colours are to be in CMYK. Any placed or imported colour scans should be 300dpi (B&W bitmaps at 1200dpi). Line art should be in Vector format whenever possible. Please if possible send a printed proof along with your disk for colour match purposes.

## Photoshop Files

Please submit PSD's output files (live & unflattened if possible) in CMYK at 1/4 size, 300dpi accompanied by all fonts used in the document. (suitcase and postscripts)

## Illustrator Files

Please submit all AI's in CMYK mode at 1/4 size with any placed or imported colour scans in CMYK at 300dpi (B&W bitmaps at 1200dpi) Fonts are to be converted to outline. The file should be accompanied by any placed files or fonts (suitcase and postscripts) that have not been outlined.

## InDesign Files

Please submit all INDD's in CMYK mode at 1/4 size with any placed or imported colour scans in CMYK at 300dpi (B&W bitmaps at 1200dpi) Fonts within placed Illustrator files are to be converted to outline. Output file should be packaged properly and contain all linked artwork as well as fonts (suitcase and postscripts) including those fonts in any AI files that have not been outlined.

## QuarkXpress Files

Please submit all QXD's in CMYK mode at 1/4 size with any placed or imported colour scans in CMYK at 300dpi (B&W bitmaps at 1200dpi) Fonts within placed Illustrator files are to be converted to outline. Output file should be packaged properly and contain all linked artwork as well as fonts (suitcase and postscripts) including those fonts in any AI files that have not been outlined.

Please Direct any technical questions to Ted Balance (416) 745-1868 or [ted@ballancedisplay.com](mailto:ted@ballancedisplay.com)