Art Preparation Guidelines for Outdoor Graphics

Bulletins, Wallscapes, and Rigid Vinyls

At a reduced scale of 1" = 1' files should be at least 150 ppi. For postings which require bleed or pockets, 6" of bleed should be included. Indicate the live area and bleed crops.

Bleed Posters and Juniors

At a reduced scale of 1"= 1' files should be at least 300 ppi.

Color Space and Profiling for all types of work

For the best results, artwork should be setup CMYK using the *"U.S. Web Coated Swop v2"* color profile.

For the richest black, define as 50/50/50/100.

Provide color proofs if critical color match is required. If PMS colors are used within a 4 color process file, indicate each PMS color used. ***Note:*** not all PMS colors can be matched perfectly using 4 color process.

Popular programs supported

Illustrator CC, Photoshop CC, Indesign CC

If your software is not listed above, export your file as a TIFF, JPG, or PDF with all fonts converted to paths and all links embedded.

General tips for preparing art

When possible, supply all working documents, links and necessary fonts. If this is not possible, output a print ready document with all fonts converted to paths and all links embedded.

Do not include unnecessary or undesired elements, such as placement lines or proof information which you do not intend to be printed on the final product.

Indicate if a file does or does not include bleed, and at what scale it was produced.

Upload methods

www.kramergraphics.com - follow the "Upload Art" link at the center of the top third of the home page

ftp2.kramergraphics.com - call for a secure login name and password

Sample illustrations of a typical standard finished Bulletin and standard Bleed Poster

Vinyl Bulletin
14' x 48' Live Area
15' x 49' Bleed Area

Standard Bleed is 6"

Bleed Poster