

# Art Requirements

We are always willing to accommodate you. However, for quick service and to avoid delay, the following guidelines have been provided for art submission.

## Art Setup

Please set up your file at 10% scale, with embedded graphics at least 720 dpi. For a 14' H x 10' W Banner, your file size is 16.8" H x 12.0" W.

Accepted File Formats: Adobe Illustrator, Photoshop, InDesign or QuarkXPress. (**note: DO NOT flatten Photoshop files.**)

All fonts must be converted to paths. If possible, fonts should be included also.

72 dpi at full size (720 dpi @ 10% scale) is optimal for photographic images, and any vector art/copy will print at highest possible resolution.

Set up photographic images in CMYK color mode; please provide a matchprint.

PMS numbers should be assigned to all vector art and copy.

ALL DISKS SHOULD BE ACCOMPANIED BY A COLOR HARD COPY OF THE ART!  
ALL ELECTRONIC FILES SHOULD BE ACCOMPANIED BY A COMPOSITE .PDF.

## File Delivery

Please use an FTP Client application to access the Britten FTP Server and create a new folder to organize multiples files.

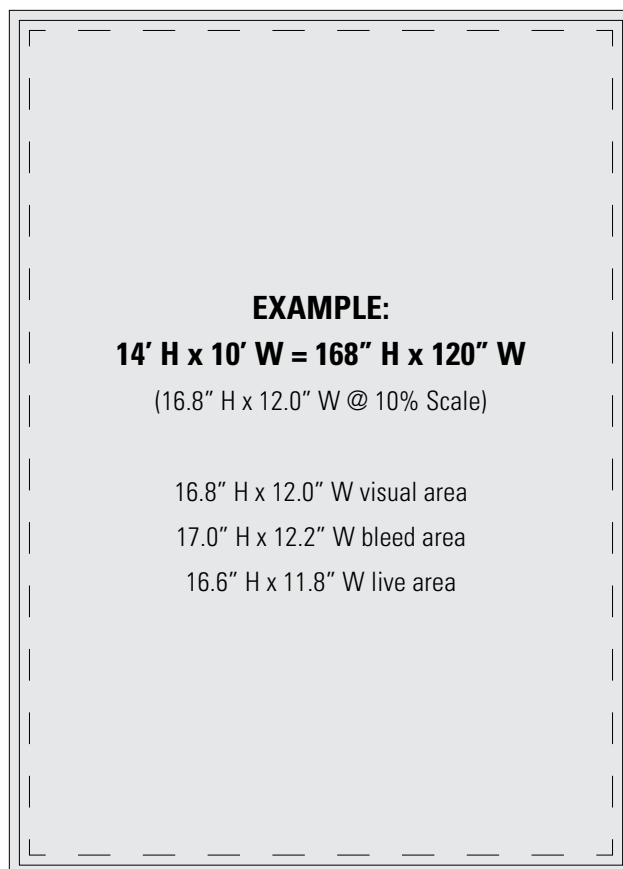
(Example: /ClientNameFolder/ClientName\_BrittenContact.zip)

CONTACT YOUR BRITTEN SALES REPRESENTATIVE FOR LOGIN INFORMATION.

Matchprints and disks (CDs or DVDs) can be mailed to:  
2322 Cass Rd., Traverse City, MI 49686 Attn: Your Sales Representative

**IMPORTANT:** Art files must be received and approved for production no less than 10 Business Days from the requested posting date to avoid rush fees. Contact your sales representative when the artwork is completely uploaded and indicate the file name.

**NEED HELP?** Britten can design your advertisement for \$75/hr.  
Call (800) 426-9496 and get started right away!



Question? Ideas? Let's hear 'em!

Call us toll-free 24/7 at **1.800.426.9496** or visit **www.BrittenBanners.com**