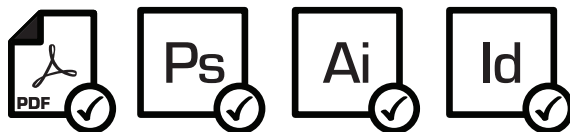


457.2mm (18")

609.6mm (24")

## ACCEPTED FILE FORMATS

CS6 OR LATER (ALL ADOBE)



✦ Please be sure to include all linked files, if not embedded.  
✦ **NON VECTOR IMAGES** must be at least **150 - 300 DPI**.  
( Accepted image formats: .PDF / .EPS / .JPEG / .TIFF )

## IMPORTANT:

We **DO NOT** accept files built in versions of

QUARK XPRESS OR COREL DRAW

## FONT SPECIFICATIONS

Fonts must be **CONVERTED** to **OUTLINES**



If fonts are not converted to outlines please provide

**OPENTYPE** OR **TRUETYPE**  
PC OR MAC FILE FORMATS

If changes need to be made in the file, please also provide the



## OFFSET VS. DIGITAL

### DIGITAL PRINTING

DOES NOT PRINT PMS or RGB colours

DIGITAL PRINTING ► **SHORTER TURNAROUND** ⌚

**MORE CONSISTENT END RESULTS THAN** **OFFSET PRINTING**

## COLOUR SPECIFICATION

All files are printed as

# CMYK

Please send files that are a CMYK build.



Because we print in CMYK, WE **CANNOT MATCH PANTONE COLOURS PRECISELY.**

WE **WILL MATCH THESE COLOURS AS ACCURATELY AS POSSIBLE TO THE CORRECT MEDIA.**

specify the Solid Coated number to your sales representative and in your file

**PANTONE® Colours**

Some PMS colours such as fluorescent and metallic cannot be matched.

Please feel free to submit catalogues, brochures, printed proofs, etc. to use for colour reference.



# RICH\$S BLACK

Different substrate and printers required their own colour build for rich black. Below are the accepted colour builds for our printer.

ALL SOLVENT MATERIALS  
**50/50/50/100**

ECO-POLY DISPLAY  
**80/80/80/100**

POWERFLEX  
**40/40/40/100**

OUTDOOR MESH  
**100/100/100/100**

## PROOFS

**E- PROOFS**   
ARE FOR **LAYOUT PURPOSES** **\$25**

WE OFFER



**PRINTED PROOFS**  
**COLOUR IMAGE QUALITY CHECK**

**\$85**

CHOOSE BETWEEN A

REDUCED SIZE PROOF

OR

MAGNIFIED PROOF



## PLEASE NOTE:

It is your responsibility to proofread all your text, images, etc. Please check the proof thoroughly before approving. We cannot accept financial responsibility for errors that have been approved in proofs.

## DESIGN TIME

IF LAYOUT SERVICES ARE REQUIRED

A CHARGE OF **\$94** PER HOUR MINIMUM

- ✦ BASIC TO DETAILED TYPESETTING & LAYOUT
- ✦ FOLLOW MOCKUPS or DESIGNS from clients
- ✦ IMAGE PLACEMENT
- ✦ EXTENSIVE WORK WILL BE QUOTED

## BLEED SPECIFICATIONS

All graphics produced require a specific amount of bleed. Below is a general guideline for required bleeds

## SOLVENT MURALS

(Coyotes/ Popups)

- ✦ 1/2" bleed around the perimeter

## HOPUPS / FORMULATES / VECTOR FRAMES

- ✦ 2" bleed around perimeter. Please keep all logos, type, and critical information at least 2" in from visual edge of the graphic.

## LINEAR KITS

- ✦ Please refer to graphic template for specific information.

## CUSTOM FABRIC STRUCTURES

- ✦ 5" bleed around the perimeter

## INKJET GRAPHICS

- ✦ 1/2" bleed around the perimeter

## BANNER STAND GRAPHICS

- ✦ Each banner stand has specific bleed requirements. Please refer to individual graphic template for specific information. Different printing processes may require different bleeds.

## PLEASE NOTE:

Templates for the different products available online at our **MarketPlace** <https://www.thehousemediagroup.com/products/>. Contact your sales representative for assistance and more information.

## MATERIALS

WE HAVE A WIDE VARIETY OF SUBSTRATES WE USE.

PRINTED COLOURS WILL LOOK SLIGHTLY DIFFERENT, DEPENDING ON MATERIAL USED.



## FILE ACCESS

We provide an FTP site such as wetransfer or dropbox to upload files quickly and at no additional cost. The site can be accessed through a web browser or an FTP software.

HOUSE recommends using a safe 3rd party file transfer such as DropBox or Wettransfer (wetransfer.com) as both cost nothing to setup an account and both have fast dedicated services for uploading and downloading.



*HOUSE offers a Lifetime Manufacturers Warranty on all our products and services (unless otherwise stated). If you have any product issues, you must send in your product to HOUSE for a complimentary assessment. This assessment will produce a report that will determine the issue, cause of issue, and if this is valid for warranty.*

## PRO TIP

Make sure to view your artwork at **100% @ FULL SIZE**. This way you will be able to see how your artwork will look when it is printed.