

Instruction correct prepress files (printing files)

Expotrade works with **Adobe Illustrator** graphical software (productions software) for the artwork data preparation: Therefore please provide us with artworks established only in this program.

SPECIAL NOTICE:

If you work with other graphic programs like Corel Draw, Freehand or Quark Xpress it could be that we are not able to work with this files – so we have to convert this files into Illustrator files and have to invoice a separately fee of EUR 50,00/working-hour (which we will announce in advance!).

Data-Preparation

1. Artworks

Please use our original artworks samples which are established on scale 1:10 for the layout only and save it as:

- Illustrator-File CS4, CS3
- Printable Adobe-PDF

Please note that we need all logos and writings which are used in the artwork as a vectorized file (Illustrator .ai or .eps-files)! If you work with printable PDF's please mind that the logos and writings should have no linkage to other file folder! **We always need the original logo and writing-files additional in a separately file!**

2. Pictures

For imbedded pictures into artworks – please consider to the minimum requirements regarding the resolution: we need picture-files with min. 400 dpi on scale 1:10 or min. 40 dpi on scale 1:1.

FOR EXAMPLE:

3 m sidewall complete printed (300 x 200cm) then the original size of the picture should have:

Scale 1:10:	30 x 20 cm with 400 dpi
Scale 1:1:	300 x 200 cm with 40 dpi

3. Colours

All colours which are used in the artwork we need the exact specification in **PANTONE Colour-Code-System**.

Data-Transmission

1. **E-Mail:** data volume should be not higher than 8 MB. Please send all artwork and logo-files directly to your personal contact-person in our costumer-service department. Only if you have no direct contact person please use office@expotrade.at!
2. **FTP-Server:** for higher data volumes than 8 MB please use our ftp-server: ftp.expotrade.at with our personal account. If you have no personal ftp-account on the Expotrade server please use:

server:	ftp.expotrade.at
User:	<u>grafik@expotrade.at</u>
Password:	grafik!!#