

## 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 CS6
- 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. 700 dpi on scale 1:10 or min. 70 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 700 dpi  |
| Scale 1:1:  | 300 x 200 cm with 70 dpi |

#### 3. Colours

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

### **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:  
The connection to our FTP-Server you will find on our website: [www.expotradegroup.com](http://www.expotradegroup.com)