File Preparation RATES for Reproduction + Examples

Why am I charged a Set Up Fee when I'm supplying art?

When we receive your art it is not formatted to our printers. If we do not format it to our printers, there is no telling what the final product will be! At **FlagandBanner.com**, we want to do the best job for you. Quality and speed of service is very important to us and we want you to be satisfied with the end result. This requires us to reformat every design we receive and charge a set-up fee to insure your product is exactly the way it needs to look.

VECTOR line-based files

Vector art is usually associated with drawing programs like Adobe Illustrator. Scalable Vector Graphics (SVG) and Encapsulated Post Script (EPS) files are preferred. In a vector file, each image consists of various shapes, points, and connecting lines. Vector art does not have size limitations which is what makes this type of file the best for us to use. All fonts must be outlined or converted to curves. If this cannot be accomplished, then the font must be included with the art in True type format.

Vector line-based files can be reproduced clearly at any size. The files typically have these file extensions / file types:

.AI (Adobe Illustrator), **.EPS** (Encapsulated Postscript), **.SVG** (Scalable Vector Graphic), **.INDD** (InDesign, accompanied by the packaged file contents), **.PLT** (Plot File), **.PS** (Postscript Print File), **.CDR** (CorelDraw file, accompanied by all links).

However, Raster (pixel-based) files can be "wrapped" in a vector-file type. For that reason, submitted art files must be checked and verified as very clear and sharp when viewed enlarged.

Vector art is usually associated with drawing programs like Adobe Illustrator. Scalable Vector Graphics **(.SVG)** and Encapsulated Post Script **(.EPS)** files are preferred.
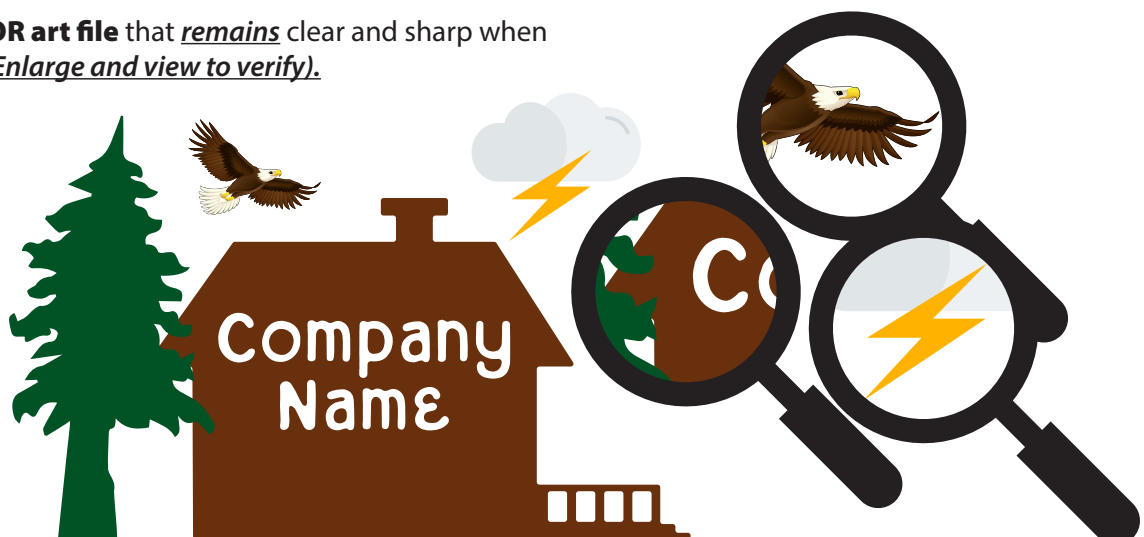
In a vector file, each image consists of various shapes, points, and connecting lines. Vector art does not have size limitations which is what makes this type of file the best for us to use. **All fonts / lettering within files must be outlined or converted to curves.** If this cannot be accomplished, then the font must be included with the art in True Type or Open Type format.

Art files should be saved to either:

• **FlagandBanner.com's Dropbox or FTP site,** • **CD or DVD,** • **Flash Drive** (memory stick)

Class #1 / Vector, Rate = **$28**

A clear, sharp **VECTOR art file** that *remains* clear and sharp when viewed ***at any size. (Enlarge and view to verify).***

RASTER pixel-based files

Raster art digital art composed of horizontal and vertical rows of pixels. It is usually associated with pixel-based programs like Adobe Photoshop. Limited usage, but manageable! Each image is made of screen pixels (like the images on websites, digital camera photos, or scanned images). These pixels make the file huge and when the file is enlarged, the pixels get larger and—unfortunately—easier to see. The proper pixels per inch (PPI or DPI) is required to prevent a jagged look in the final output:

Files must be set to the finished size and 100ppi or dpi (pixels/dots per inch) for optimal results.
Files larger than 100ppi or 10MB file size are encouraged and acceptable.

For Example:
A 10-foot x 10-foot banner is <u>full size</u> at 120-inches x 120-inches set at <u>100 dpi</u> (full size).
A 10-foot x 10-foot banner is <u>half size</u> at 60-inches x 60-inches set at <u>200 dpi</u> (half size).
A 10-foot x 10-foot banner is <u>quarter size</u> at 30-inches x 30-inches set at <u>400 dpi</u> (quarter size).

Still not sure you understand? Don't hesitate to call us at 1-800-445-0653.
If you need to have our Graphics Department design it for you, we'll be glad too!

The files typically have these file extensions / file types: **.TIF**, **.PSD**, **.JPG**, **.PNG**, **.BMP**, **.GIF / Adobe Photoshop, GIMP, Pixelmator, Pixlr, Corel Paintshop Pro**

Raster art files should be saved to either:

• **FlagandBanner.com's Dropbox or FTP site**, • **CD or DVD**, • **Flash Drive** (memory stick)

Class #2 / Raster, Rate = **$75**

THIS IS A SIMPLE PICTURE/IMAGE

Simple, fuzzy **RASTER pixel-based file** that *becomes* fuzzier in appearance when viewed enlarged.
(Enlarge and view to verify).

Example of fuzzy edges when viewed enlarged

Class #3 / Raster, Rate = **$125**

THIS IS A PICTURE THAT HAS MORE THAN A COUPLE SIMPLE ELEMENTS **WITH WORDS**..

Medium complexity. Elements ***include words***, fuzzy **RASTER pixel-based file** that *becomes* fuzzier in appearance when viewed enlarged.
(Enlarge and view to verify).

Examples of fuzzy edges of elements and words when viewed enlarged

Class #4 / Raster, Rate = **$150**

Elements *include words*, *complex imagery*. Fuzzy **RASTER pixel-based file** that *becomes* fuzzier in appearance when viewed enlarged. *(Enlarge and view to verify).*

Examples of fuzzy edges of complex imagery of detailed edges (such as these wings), and also words, when viewed enlarged

Class #5 / Raster, Rate = **$250**

A blurry, fuzzy photograph or screen shot.
Difficult to convert to a production file.
RASTER pixel-based file that *becomes* fuzzier in appearance when viewed enlarged. *(Enlarge and view to verify).*

For color calibration, a hard copy or PMS number for colors is required. Please see our Pantone Color Chart for assistance. Please Note: This chart is intended as a reference guide only. Computer monitors may not exactly match PANTONE®-identified color standards. Use current PANTONE® Color Publications for most accurate color.

The **Flag** and **Banner**.com

EST. 1975 ★ We're the Experts ★ (800) 445.0653