

HOW TO CREATE A PRINT-READY FILE - ADVERTISING BANNERS

The following instructions will help you create a print-ready file. If after reading them you are still unsure about anything, please visit the FAQ section of our website, request a professional File Check or contact customer services.

1 FILE FORMAT

Send your file in PDF **format (not password protected)**.

2 FILE ORIENTATION

The orientation of the pages of the PDF must match the choice made in your order (landscape or portrait). This is important to ensure accessories such as pole pockets, eyelets etc. are positioned correctly.

3 TILING

Each PVC material has a **maximum size** for printing in a single piece. If your print exceeds these dimensions, we will produce it using tiling. This is always carried out along the vertical axis to increase the durability of the product, and therefore it is very important that you choose the **correct orientation for your artwork** (i.e. if it is landscape, select 'landscape'). For applicable materials, our website will inform you during the ordering process if the product will not be delivered in a single piece. **Tiling is not carried out for fabric banners.**

4 COLOURS

All files should be sent in **CMYK** (cyan, magenta, yellow, black) format with the **Fogra 39 colour profile**. Images in RGB or with PANTONE colours will be converted automatically using a standard colour separation profile. The same colour may vary slightly in appearance depending on the media onto which it is printed, as a result of the material's physical composition.

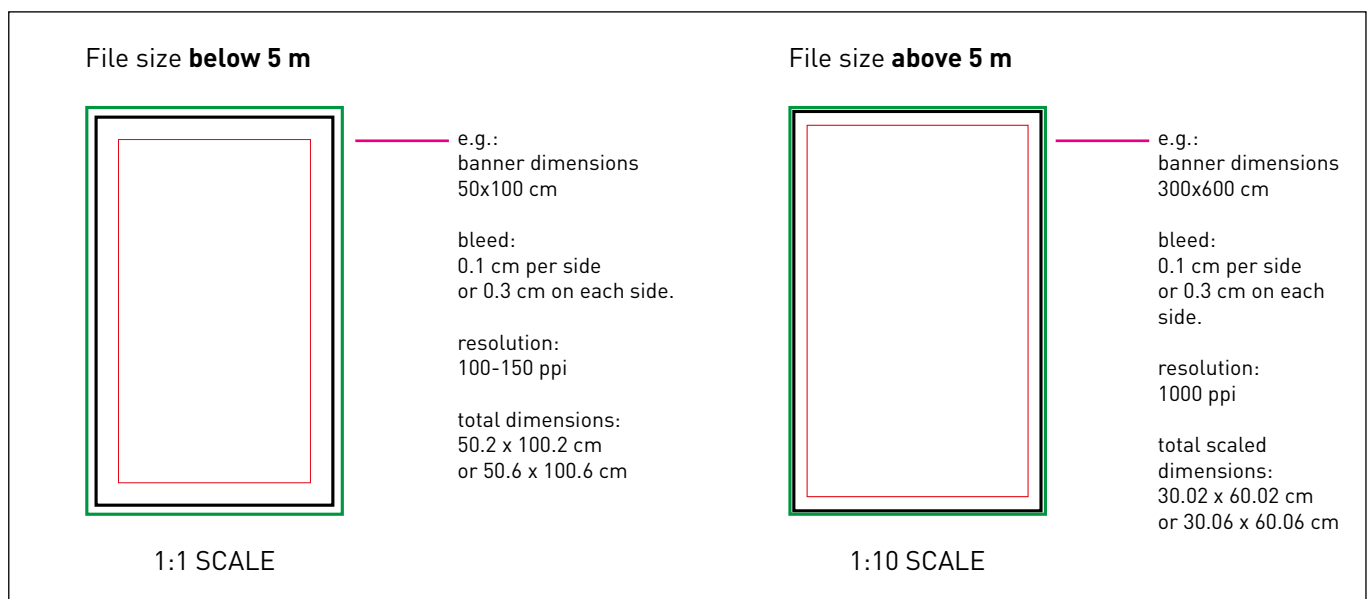
5 RESOLUTION

The optimal resolution for the print files is **between 100 and 150 ppi**.

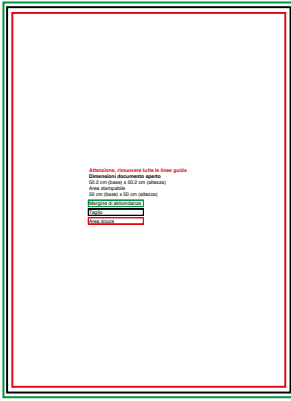
6 TEMPLATE

Download the template for your chosen product from the website and use it as the basis for your work: you will find the dimensions you gave when ordering, the bleed and other guidelines already correctly set up. Insert your artwork, **delete all guidelines except the green lines** and save the file as a high-quality PDF without crop marks.

PLEASE NOTE: For products with sides under 5 m long the file must be in **1:1 scale**. If one of the sides is **longer than 5 m** you will not be able to download a template, and you will have to create your file in **1:10 scale**, with a resolution of **1000 ppi**.



GOOD TO KNOW - Banners



DOWNLOAD THE
TEMPLATE



INSERT YOUR
ARTWORK



DELETE ALL
GUIDELINES
except the green line



SAVE
THE PDF



PDF



100-150 ppi



CMYK



FOGRA 39



0.1-0.3 cm bleed
(depending on the material)



crop marks

7 BLEED AND SAFE AREA

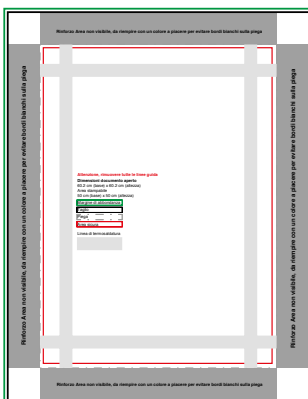
Download the template for the product you have purchased; the bleed will already be set up correctly.

Banners require a **0.1 cm bleed on each side, apart from backlit fabric and blockout fabric, where the bleed is 0.3 cm on each side.** Leave a 0.5 cm gap between any text and the cut line, or a 5 cm gap if you have chosen to add eyelets.

8 ADDITIONAL INFORMATION

The minimum line width is 0.5 pt. We **do not advise placing frames and too close to the edges**, to avoid any inaccuracy due to the cutting tolerances.

9 Preparing the file: banners with reinforced edges



DOWNLOAD THE
TEMPLATE



INSERT YOUR
ARTWORK

REINFORCED EDGES:
4.3 cm for PVC
materials,
2 cm for fabrics.
**Non-visible areas,
to fill with a colour of
your choice** to avoid
white strips on the fold.

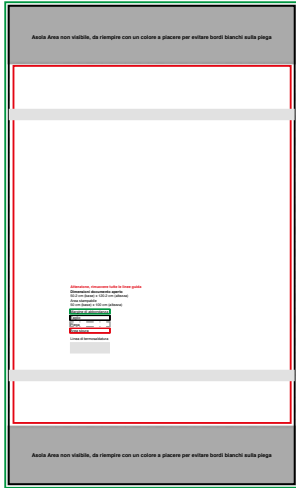
heat welding

bleed: 0.1 cm or
0.3 cm
on each side



DELETE ALL
GUIDELINES
except the green line

10 Preparing the file: banners with **pole pockets**



POLE POCKET:
10 cm for PVC
materials,
5 cm for fabric.
**Non-visible areas,
to fill with a colour of
your choice** to avoid
white strips on the fold.

heat welding
or stitching

bleed:
0.1 cm or
0.3 cm on each side



DOWNLOAD THE
TEMPLATE

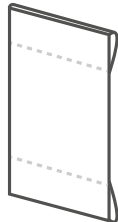
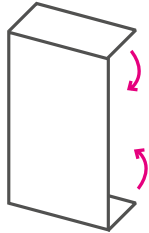


INSERT YOUR
ARTWORK



DELETE ALL GUIDELINES
except the green line

The folded over pole pocket is suitable for poles
with a diameter of up to 4 cm.



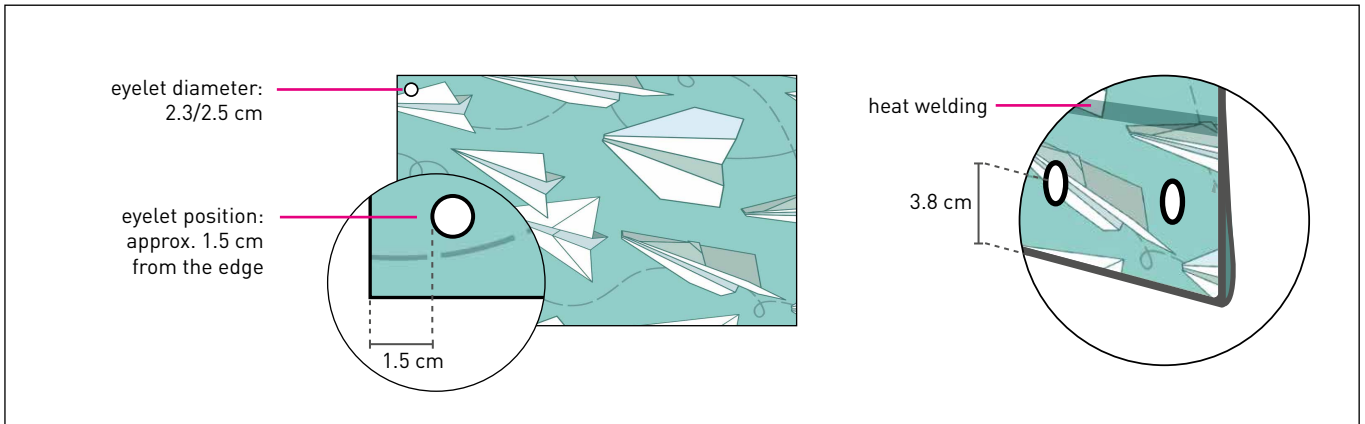
heat welding
or stitching



11 ACCESSORIES

ACCESSORIES FOR PVC - EYELETS

For PVC banners, eyelets are added with a diameter of 2.3 cm (aluminium) or 2.5 cm (polycarbonate) and positioned approximately 1.5 cm from the edge of the finished banner. If the edge with eyelets is also reinforced, the eyelets will be positioned approximately 3.8 cm from the edge of the finished item.

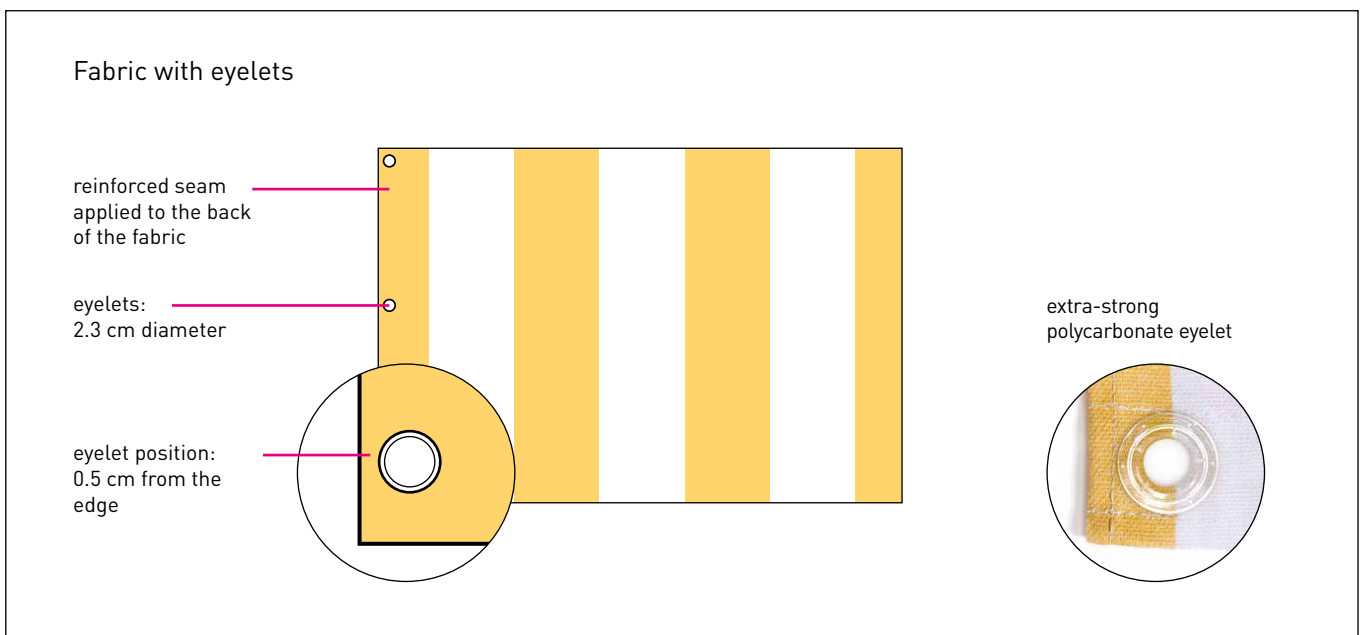


ACCESSORIES FOR FABRIC MATERIALS - EYELETS, PULLBACKS AND HOOKS

Eyelets, pullbacks and hooks can be added to fabric banners, and we recommend adding the "**reinforced seam**" option too.

The reinforced seam is a 2.7 cm-wide strip of non-printed fabric that is sewn along the edge of the product, on the back, to improve its tensile strength.

The **polycarbonate eyelets** are 2.3 cm in diameter and are positioned 0.5 cm from the edge.



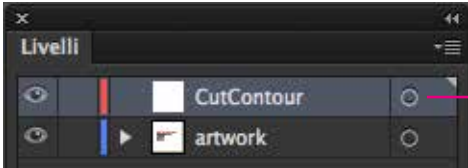
12 CUT-TO-SHAPE BANNERS

Cut-to-shape banners are only available in PVC, not fabric, and additional accessories such as pole pockets, reinforced edges and eyelets are not available either.

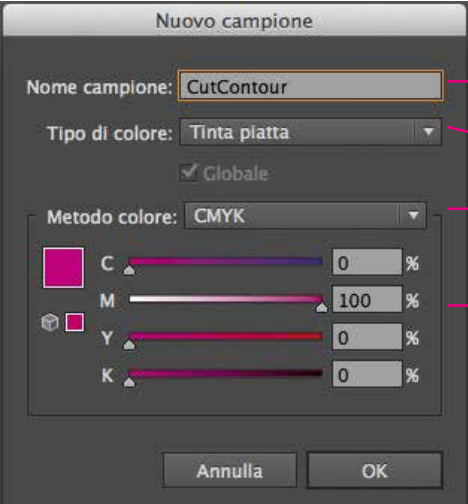
If you have chosen the '**Cut to shape**' option, follow these steps to create the cut line correctly.

- Create a new layer from the **Layers** palette, and name it "**CutContour**".
- Create a new colour swatch from the **Swatches** palette and name it "**CutContour**"; select **Spot Colour** as the **Colour Type** and assign the following CMYK percentages: 0, 100, 0, 0 (magenta only).
- Create a vector path on the **CutContour** layer which corresponds to the cut line for your banner, and assign it a stroke colour that corresponds to the newly-created **CutContour** swatch.
- Save the PDF, keeping the layers separate.

We recommend that you do not create overly complex shapes, as this could cause the cut to be inaccurate or uneven.



CutContour layer




CutContour swatch

name it "**CutContour**" (not cutcontour or CUTCONTOUR)

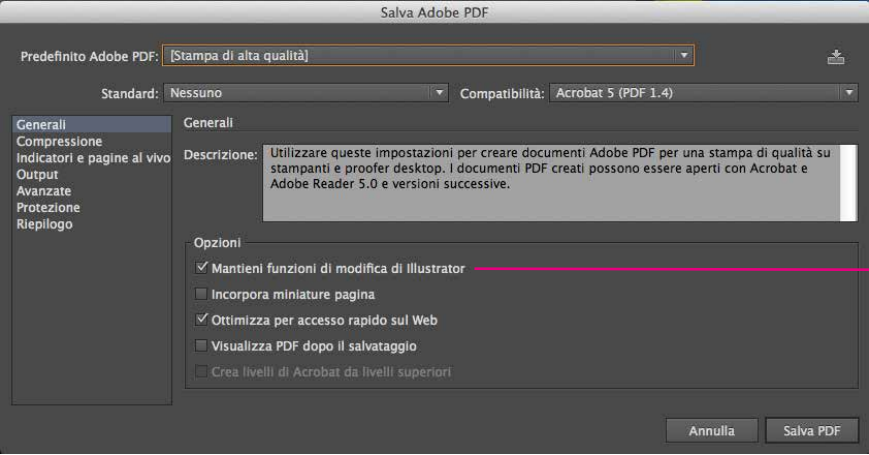

colour type: Spot Colour

Colour mode: CMYK

C: 0%
M: 100%
Y: 0%
K: 0%



CutContour stroke colour



Save the PDF keeping the layers separate