

# TECHNICAL REQUIRMENTS FOR LARGE FORMAT PRINT



AGENCJA REKLAMOWA

## GENERAL RULES

### PREFERRED FILE FORMATS:

#### 1. EPS

- CMYK color profile
- color profile: [ISOcoated\\_v2\\_300\\_eci](#) [download](#)
- maximum total INK 240 ( the sum of each CMYK color value can't exceed total of 240%)
- for full black please enter values as shown: C40% M40% Y40% K100%
- all fonts converted to COURVES
- in case of using a scale of 1:10 all outlines must be removed
- shadows converted to CMYK bitmaps
- bitmaps (photos) must use CMYK colors

#### 2. TIFF

- CMYK color profile
- color profile: [ISOcoated\\_v2\\_300\\_eci](#) [download](#)
- maximum total INK 240 ( the sum of each CMYK color value can't exceed total of 240%)
- for full black please enter values as shown: C40% M40% Y40% K100%
- no layers, masks and/or paths included
- for PC (32 bits)
- LZW compression

#### 3. PDF

- CMYK color profile
- color profile: [ISOcoated\\_v2\\_300\\_eci](#) [download](#)
- maximum total INK 240 ( the sum of each CMYK color value can't exceed total of 240%)
- for full black please enter values as shown: C40% M40% Y40% K100%
- all fonts converted to COURVES
- in case of using a scale of 1:10 all outlines must be removed
- shadows converted to CMYK bitmaps
- bitmaps (photos) must use CMYK colors

**ATTENTION!** Office program files (e.g. Ms Word, Power Point, Excel) aren't suitable for professional printing and can only serve as a template for a professional graphic design.

Maik Agencja Reklamowa is not responsible for files prepared for printing using software such as CANVA or similar browser applications. When printing from such prepared files, there's a risk of differences in relation to the original design or other printing errors.

Maik Agencja Reklamowa is also not responsible for graphic designs prepared in Corel Draw and files published from it for printing.

### RESOLUTION:

#### 1. Scale 1:1

- according to size of the project use a resolution [dpi] as shown in the table below TAB.1

[dpi]	1m	2m	3m	4m	5m	6m	7m	8m	9m	10m
1m	150	120	100	80	72	72	60	50	40	40
2m	120	100	100	72	72	60	60	50	40	40
3m	100	100	72	60	60	60	50	50	40	40
4m	80	72	60	60	60	50	50	50	40	40
5m	72	72	60	60	50	50	50	40	40	40
6m	72	60	60	50	50	50	50	40	40	40
7m	60	60	50	50	50	50	40	40	40	40
8m	50	50	50	50	40	40	40	40	30	30
9m	40	40	40	40	40	40	40	30	30	30
10m	40	40	40	40	40	40	40	30	30	30

TAB.1 - Rozdzielczość w zależności od wielkości pracy podana w [dpi]

#### 2. Scale 1:10

- basing on TAB.1 multiply the resolution in dpi by 10-times

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# TECHNICAL REQUIRMENTS FOR LARGE FORMAT PRINT

## DIAGRAM WITH DIMENSIONS



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## BILLBOARDS

### SIZE:

#### 2. Billboard size 504 cm x 238 cm

- the safety margin on the right side of the billboard is 20 cm
- the safety margin from the bottom of the billboard is at least 10 cm



**Safety margin - it's an area, that can be cut** during the process of bonding the poster to a billboard due to extensibility of the paper. **You cannot place any significant elements in this area,** such as texts, logotypes, contact informations etc.

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## DIAGRAM WITH DIMENSIONS

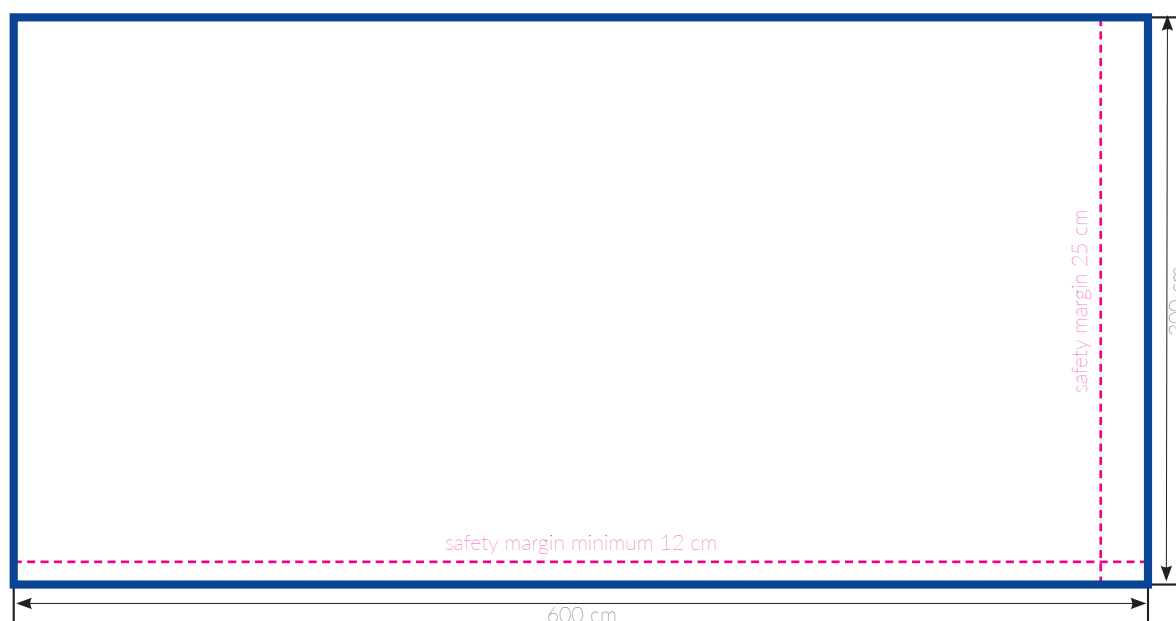


## BILLBOARDY

### WYMIARY:

#### 2. Billboard size 600 x 300cm

- the safety margin on the right side of the billboard is 25 cm
- the safety margin from the bottom of the billboard is at least 12 cm



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## DIAGRAM WITH DIMENSIONS



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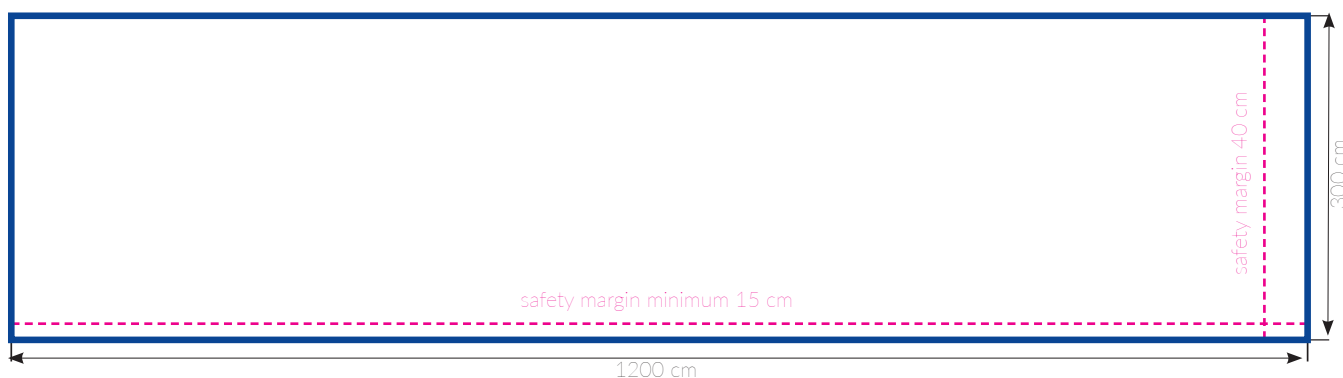


## BILLBOARDY

### WYMIARY:

#### 3. Billboard size 1200 x 300cm

- the safety margin on the right side of the billboard is 40 cm
- the safety margin from the bottom of the billboard is at least 15 cm



**Safety margin - it's an area, that can be cut** during the process of bonding the poster to a billboard due to extensibility of the paper. **You cannot place any significant elements in this area**, such as texts, logotypes, contact informations etc.



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# TECHNICAL REQUIRMENTS FOR LARGE FORMAT PRINT

DIAGRAM WITH DIMENSIONS



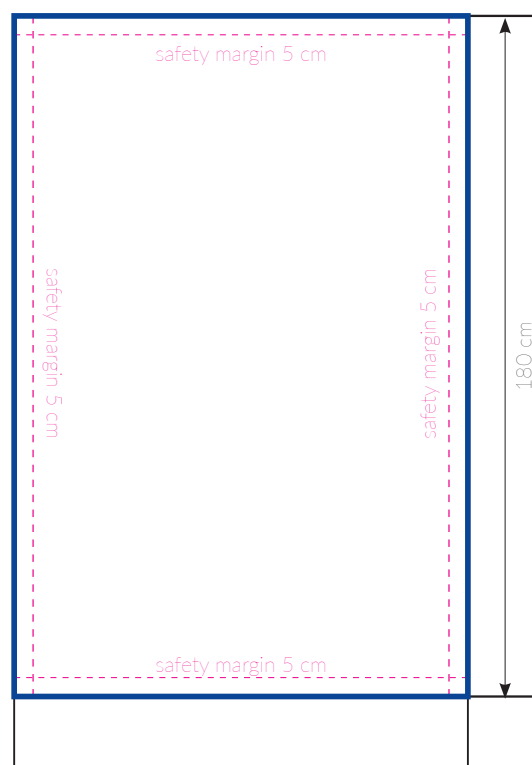
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## CITYLIGHT

Size 120 x 180 cm

- the safety margin on each side is 5 cm



### DELIVERING THE FILES FOR PRINT

host: ftp.maik.pl  
login: ftp  
hasło: ftp(1995)!

Maik Agencja Reklamowa Sp. z o.o. Sp. K. cannot be hold responsible for any errors in the content of designs received from the customers and errors that may occur due to incorrect preparation of files for printing (eg. not respecting the safety margins, fonts not converted to curves, low resolution, incorrect colors after using different than CMYK colors, wrong profile attached to the file and differences in colors due to differences in display between each computer screen).

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