Wild Poster

PRODUCTION SPECIFICATIONS

Poster Printing Specs

Best Practices for Digital File Preparation

Paperweight specification for Wildpostings is Supreme Gloss, 100 lb. No varnish or aqueous coat.
For Street Frames, please use 10 pt card stock.

Supplying Final High Resolution PDF Files (Print Ready):

1) Build Files @ 100% using the following applications: InDesign, Illustrator, PhotoShop, Quark Xpress, Page Maker.
Note: see the next page for minimum dpi requirements based on what format you are building.

2) Build files to exact trim size. Make sure to add bleed to your document when needed. Recommend 0.25" @ final size.
(crop and bleed marks are 0.25").

3) Make sure all images are CMYK and that ink density does not exceed 240%.

4) All greyscale images 300dpi @ final size.

5) All bitmap logos should be 1200dpi.

6) Raster effects @ 300dpi.

7) If creating Illustrator files save fonts as outlines. All fonts must be supplied. Avoid the use of TrueType fonts,
convert these to outlines. Ensure all fonts are embedded in PDF.

8) Creative with heavy black sections: ensure files do NOT have 100% of each color (cyan, magenta, yellow & black).
This can cause too much ink and difficulty with drying. Deep rich black requires only 100% black and 20-30% cyan.
Black text should be 100% black only, not 4 color process.

9) No security settings.

PRINT SPECS: SPECIFIC FORMATS

SINGLES
Files should be built to full size (24" W x 36" H) at no less than 300 dpi (+ full bleed 0.25").

MINI-MONSTERS
File should be built to full size (48" W x 72" H) at no less than 225 dpi (+ full bleed 0.25"). Once received, our printers will crop the image into 4 panels (24" W x 36" H each).
We will send you a low res image for approval before going to press.

MONSTERS
Files should be built to full size (120" W x 72" H) at no less than 200 dpi (+ full bleed 0.25"). Once received, our printers will crop the image into 10 panels (24" W x 36" H each).
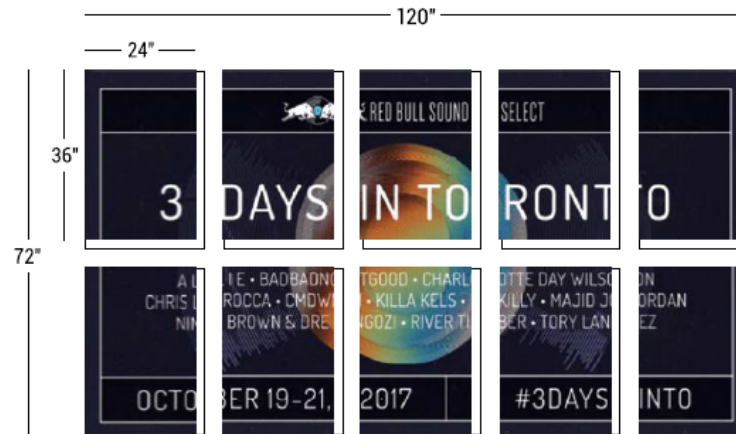We will send you a low res image for approval before going to press.

STREET FRAMES
Files should be built to full size (24" W x 36" H) at no less than 300 dpi.
Please keep in mind that the live area will be 23.63" W x 35.75" H.
If printing yourself please use 10 pt card stock.

Once the file is uploaded to the FTP site, please take a screen grab and notify your rep that your files have been posted, so that we have confirmation of filename and location.
High res, print-ready PDFs are preferred for all formats.

White tabs are added by Grassroots' printers.
Creative is posted from left to right.

Contact

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