

40 x 50 SPEC SHEET

Smartlite Producing Your Ad

1. Original photos work best (**web images and digital print-outs are not acceptable**).
2. Digital photos need to be sent high resolution (300 dpi no smaller than 8" x 10").
3. All logos need to be sent in Illustrator EPS Format (no JPG or Raster Images).
4. Please include **exact text** that you wish to include in the ad.

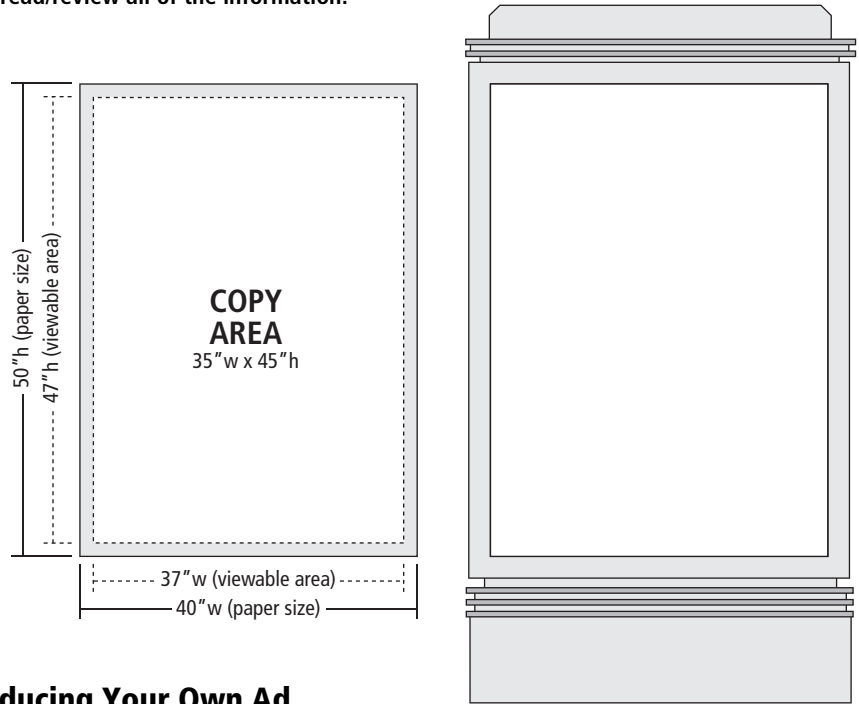
Send your files to:

Smartlite

Attn: Project Coordinator
4800 North Federal Highway
Suite 200-A
Boca Raton, Florida 33431
Phone: (561) 416-0220
Fax: (561) 416-0260
Toll Free: 1-877-768-5483



The following document outlines Smartlite's Advertising Requirements. Compliance with these guidelines is critical to our ability to provide superior service. Failure to comply could result in campaign delays or error. **Please read/review all of the information.**



Producing Your Own Ad

1. Build your files at 1/2 size (20" w x 25" h) at 300 dpi. (Final document size will be 40" w x 50" h).
2. Copy Area 17.5" w x 22.5" h (Please keep all copy within this area or it will be cut off).
3. Finished document setup should be created in this format, **any other format is not acceptable**:
 - a). **Adobe Illustrator CS4 or lower (AI or EPS format) - document needs to be converted to outlines for PC.**
 - b). **Adobe Photoshop CS4 or lower (EPS or TIF format) for PC.**
 - c). **Any files created in MAC format need to include file extensions and saved as PC Format.**
 - d). Save all files including the individual graphic elements in RGB or CMYK mode.
 - e). All photographs and images should be scanned at 300 dpi.
 - f). All text and line art should be scanned in at 800-1000 dpi.
 - g). Include all screen and printer fonts, and supporting files on your final disk.
4. All files **must** be accompanied by a color proof of the final file. All artwork, color proofs and instructions must be sent to the Project Coordinator. Please include a file directory from your disk, and highlight the file we are to use.

Printing Your Own Ad

1. Printing process can be Silk Screen, Digital or Lithographic printing.
2. Posters materials (Duratrans, Rexam, Opaline, Ultraform or any other backlit material).
3. Overall size (paper trim) 40" w x 50" h - Display area (viewing area) 37" w x 47" h - Copy area 35" w x 45" h.
4. If the poster is to be placed outdoors it needs to be laminated.
5. Please provide a minimum of 10% over-run for larger quantity jobs.

CONTACT SMARTLITE FOR SHIPPING INSTRUCTIONS

All Cost Estimates are based on output directly from disk. Any alterations (color, size, clean-up of clipping paths, etc.) will be an additional cost. There will be an additional charge of \$50.00 if you require a color proof.

If the above specifications are not followed, we cannot guarantee the accuracy of the printed artwork.

If you have any questions, please call the contact number provided (561) 416-0220 as soon as you are ready to begin creating your disk. We will discuss any questions you may have about the specifications and a Printing Schedule so you will not miss your Posting Deadlines.



4800 North Federal Highway • Suite 200-A • Boca Raton, Florida 33431
Phone: (561) 416-0220 • Fax: (561) 416-0260 • Toll Free: 1-877-768-5483
Web: www.smartliteusa.com