

## FACT SHEET

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### Setting up files for Omni

graphics

Omni

graphics operate a relatively standard Pre-press department in terms of the software being used; software includes: Photoshop, (Freehand EPS only), Illustrator and Quark on Macintosh platforms, (we do not use Acrobat or PDF files for printing). This means that to have the smoothest transition from your artwork to our Pre-press department you should be using or have access to these programs.

### PHOTOGRAPHIC IMAGES

Anything that is photographic (eg; scanned photographs or prints) must be saved as Photoshop EPS, TIF or PSD files (PSD files must not be imported to other programs). Do not use ASCII encoding for EPS files, please use binary only. Before you save your Photoshop images please make sure that your files are in CMYK mode (not RGB), and check the image size and resolution of your file. The resolution of the file will vary depending on output size. Because we print widely varying image sizes we cannot give you a standard resolution to use.  
*\*(refer to page 2 of spec sheet for more information)*

### FINAL LAYOUT, ADDING TEXT AND LOGOS

Layouts should be supplied at 1: 10, 1: 20, or 1: 40 of actual size (when producing a layout in Quark use one of the above scales that suits, as quark has a limit on document sizes).  
Special note, all files must have 75mm bleed at actual size.  
*\*(refer to page 2 of spec sheet for more information)*

When importing a photographic image DO NOT embed it in the Freehand or Illustrator layout. PC users need make sure that you have the 'link' box ticked when placing images in illustrator. Please make sure that all overprint options are turned off and wherever possible outline all text.

### COLOUR AND LAYOUT REFERENCE

To ensure the highest standard of colour, please supply an accurate colour proof of your artwork for our reference. If you are unable to supply an accurate colour proof please indicate all pantone colours with the correct PMS numbers. CMYK Breakdowns such as C30 M80 Y10 K5 are of little use as the colour produced varies from printer to printer.

Please supply us with a visual reference laser for layout purposes. We will need something as a guide if there are any problems with the file.

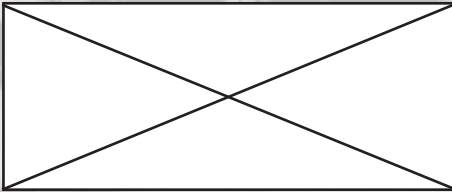
Please include all the necessary files and links to your layout appropriately named to avoid confusion. Avoid supplying files not required for the job. We can accept files on ZIP, CD or DVD in Mac or PC format. Files under 3MB can be sent via email. Please notify your account manager of artwork being sent by email and they will be able to supply you with the correct address.

### CHECKLIST

- Have you followed the size and resolution guidelines?
- Does your file have 75mm bleed at actual size?
- Are all overprint options turned off?
- Are your photographic images linked and not embedded?
- Are your photographic images all set to CMYK?
- Have you supplied all links and fonts?
- If using a PC have you created outlines of all text?
- Are all pantone colours clearly marked?

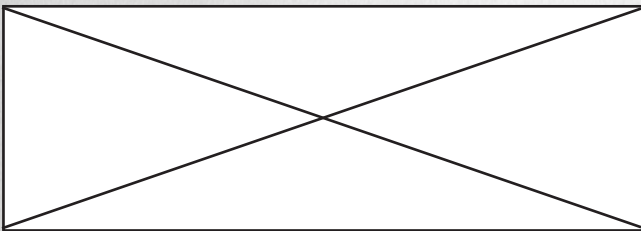
# Setting up Quark/illustrator

SUPER-SITE @ final size  
W 12660mm x H 3350mm



When creating a SUPER-SITE sized billboard the quark/illustrator must be built at 20:1 size. (Trim = W633mm x H167.5mm)  
Be sure to include 5mm image bleed in your document.  
If image is placed in quark/illustrator at 100% or less the resolution should be 450dpi. \*(If placed larger see table below)

SPECTACULAR-SITE @ final size  
W 18990mm x H 4500mm



When creating a -SPECTACULAR-SITE sized billboard the quark/illustrator must be built at 20:1 size. (Trim = W949.5mm x H225mm).  
Be sure to include 5mm image bleed in your document.  
If image is placed in quark/illustrator at 100% or less the resolution should be 450dpi.  
\*(If placed larger see table below)

**\* N.B :** *The above sizes are examples of the most commonly requested billboards. Variations of these sizes do occur.*

## Deciding on what ratio to create quark/illustrator document.

if your banner/billboard is:

smaller than 12 metres wide (12,000mm) create document at 10:1 ratio.

between 12 metres (12,000mm) to 24 metres wide (24,000mm)  
create document at 20:1 ratio.

over 24 metres wide(24,000mm) create document at 40:1 ratio.

## A quick guide to determining what DPI to supply photoshop files

### Percentages of image placed in quark/illustrator

	100%	120%	140%	160%	180%	200%	220%	240%	260%	280%	300%
Document Ratio 10:1	<b>250dpi</b>	<b>300dpi</b>	350dpi	400dpi	450dpi	500dpi	550dpi	600dpi	650dpi	700dpi	750dpi
20:1	<b>450dpi</b>	540dpi	630dpi	720dpi	810dpi	900dpi	990dpi	1080dpi	1170dpi	1260dpi	1350dpi
40:1	<b>720dpi</b>	864dpi	1008dpi	1152dpi	1296dpi	1440dpi	1584dpi	1728dpi	1872dpi	2016dpi	2160dpi

**dpi conversion**

**\* KEY :** *bold dpi values in the above table indicates ideal optimum print quality.*