

INTERSTATE

ARTWORK REQUIREMENTS



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Layout Programs

Please provide layouts in the original programs they were created in whenever possible!

For example, if your layout was created in InDesign, provide the InDesign file *along with all fonts and image files*, rather than sending a PDF file.

We accept artwork created in the following programs:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Acrobat PDF



Image Size and Resolution

- 300 DPI (Dots Per Inch) MINIMUM for images scaled at 1/2" = 1" (600 DPI for 1/4" = 1" scale).

Any image below 300 DPI is not recommended, unless the image is sized larger than the suggested measurements (for example, 150 DPI will work if your scale is 1" = 1').

DO NOT USE IMAGES FROM WEBSITES! They are low resolution (only 72 DPI) and not suitable for printing!

- Or provide the ORIGINAL artwork, image, or photo to be scanned in-house.

(Examples of what CANNOT be scanned for quality use: prints from a book, magazine, or your personal printer).

- For more details on scaling and mechanical sizes, please refer to our PRODUCTION SPECS.

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Color

Use PANTONE, if possible, for solid colors. Otherwise, use CMYK rather than RGB. Our printers use CMYK, and when RGB images are converted to CMYK, the color often changes.

Logos

- Vector: AI, EPS, PDF
(This format is preferred because it can be enlarged indefinitely without losing quality)
- Raster: PSD, EPS, TIFF, JPEG
(Must meet image size and resolution requirements)

How to send your Artwork

- EMAIL: Files 10MB or under to
ArtDept@interstateoutdoor.com
- FTP: Files larger than 10MB should be sent through an ftp service such as dropbox.com
- MAIL: Mac formatted discs or USB drives can be mailed to:

**ATTN: Art Department
Interstate Outdoor Advertising
905 North Kings Highway
Cherry Hill, NJ 08034**

In order to ensure high-quality printing and timely posting, all artwork must follow our requirements and be provided to Interstate no later than 2 weeks prior to contract start date. Billing will commence as per posting date on signed contract regardless of client's ability to provide artwork on time.

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OUTDOOR ADVERTISING

> 905 N. Kings Highway
Cherry Hill, NJ 08034

interstateoutdoor.com