

Universal File Requirements **ESSENTIAL**

- **Scale Ratio:** 1 inch = 1 foot (1:12 scale)
- **Color Mode: CMYK Only** (US Web Coated SWOP v2). *Do not submit in RGB to avoid dramatic color shifts!*
- **Standard Resolution:** Minimum **300 – 360 DPI at scale** (Typical for Billboards).
- **High-Res Upgrade: 720 DPI at scale** for ultra-sharp detail.

Software Export Settings

Photoshop (.psd / .tif)

Set scale 1 in = 1 ft, no bleed, min 360 DPI, CMYK. Flatten layers & save as **TIFF with LZW Compression**.

Illustrator (.ai / .pdf)

Set scale 1 in = 1 ft, no bleed, CMYK. Save as **High-Quality Print PDF** (Outline all fonts).

Canva

Custom dimensions 1 in = 1 ft, no bleed. Export as **PDF Print (High Quality)**.

Product Specific Setup

- **Standard Billboards:**
6" Bleed Added: We add 6 inches of bleed to all 4 sides (overall vinyl size becomes 1 ft larger than image area in width & height). Keep critical content in the *Live Area*.
- **TriVision Billboards:**
No Bleed: Finished size is a straight-cut edge matching the live area exactly.
- **Banners:**
Supply artwork sized to exact live area. Wrap/bleed for top/bottom pockets, hems, or raw edges is managed in-house.

Accepted & Unacceptable Formats

ACCEPTED PDF, TIFF, EPS, or JPEG (High-Res)

CONVERT BEFORE SUBMITTING

CorelDraw (.cdr), Publisher, PowerPoint: Must be exported as PDF, EPS, or High-Res TIFF/JPEG.

Microsoft Word: Avoid if possible. If used, include a proportional border, place artwork inside, and embed/include fonts.



Working with AI-Generated Artwork? **MIDJOURNEY • DALL-E • CHATGPT • GEMINI**

AI art standard outputs are web-resolution (1024×1024 px @ 72 DPI) and look pixelated when printed large. **Don't worry—we've got you covered!** We refine AI files through our full prepress workflow:

- 1 **Upscale Resolution:** We run your artwork through dedicated AI upscalers to boost crispness to 300 DPI at full print size.
- 2 **Convert Color Space:** AI renders in RGB screen light. We re-map colors to CMYK in Photoshop/Illustrator for predictable ink press results.
- 3 **Expert Retouching:** Want edits or fixes? We use Adobe software to tweak, clean, or modify your AI artwork as requested.
- 4 **Copyright & Legal Check:** Always double check your AI generated artwork to ensure no trademark or copyright infringement.



Need modifications or text added to your AI design? Let our team know during artwork submission! We will upscale AI files to the best of our ability and send you a proof.