

Take your *Graphix* from *Idea 2 Install*



Before You Print, Consider This

What is your final application? Will your print go indoors or outdoors? What kind of lifespan do you want your artwork to have? Each of these questions affects what we print on and how we print your artwork. Also, at what distance will your artwork be viewed? This can help to determine at what resolution your file needs to be designed and printed. Lastly, does your print job require installation of any kind? If you require Duncan-Parnell to perform any labor beyond printing and finishing your artwork, please let us know prior to submitting your file. This will allow us to dedicate adequate time and personnel to your graphics. If you have any degree of uncertainty about these questions or any others, please contact us and we will be happy to help.

Print-Ready Standards & Guidelines

Size & Scaling: Anything under 48"x48" should be at 1"=1" scale; anything above should be $\frac{1}{4}$ "=1" scale. Final size must be indicated regardless of the scale used.

Image Resolution: We request that all artwork be 100 ppi (pixels per inch) at final size. Anything less can result in an unclear or pixelated image. To determine your ppi in PhotoShop, Select Image >Image Size and note the Resolution under the "Document Size" portion of the window. Be sure the dimension selected is "Pixels/Inch".

Pixel-Based Files: Set your ppi prior to working on your document. If you create a clipping path, save your file as an .eps. Otherwise, save your file as a .tiff (not a .jpeg).

Vector-Based Files: If placing vector-based files in a page layout tool (such as Indesign), try to keep your vector artwork at a 1-1 ratio to avoid "stop sign" effects on round words or shapes. Only combine pixel and vector data in a layout tool (try to avoid doing this in Photoshop). Save as an .eps file or as a .pdf.

Printing from PDF files: We accept and can print directly from .pdf files. Please be sure that your .pdf file is created at your final print size, not as an 8.5x11 document. In some cases, half-size will be sufficient as well.

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Page Layout: Please assemble and package all files in Illustrator, Photoshop, or Indesign. Be sure that all links and fonts are included in the packaging. If the artwork is full bleed, please over-bleed the graphic to help us with mounting and/or installation.

Color Matching: Each of our printers produces a CMYK process value for Pantone colors, which means some digital output may vary from the Pantone values. If Pantone matching is critical, please refer to the Pantone Color Bridge to determine how the color will be outputted. We charge \$50 for each Pantone color that requires a match.

Fonts: All fonts must be included with your submitted file in order for it to output properly. If you are working in a vector-based program, you may convert your fonts to outlines so that you do not have to include the fonts with the file you submit.

Submitting Your Files To Us

We can receive files via www.duncan-parnell.com/upload, a CD/DVD, thumb drive, or your FTP site. Please do not email us large files as they can burden your server and ours. In all cases, please divulge any Pantone values that must be matched, final size, final quantity, and any special instructions you may have. Pending our acceptance of your print-ready file(s), your job will be ready to ship or be picked up in 72 hours or less. Some exceptions to this rule include unusual requests, high volume print jobs, etc. Any deviation from our standard turnaround time will be communicated to you upon receipt of your file.

Additional Fees (When Necessary)

Rush Jobs: In some cases, we reserve the right to charge a premium for jobs requiring less than 72 hours for delivery. For output in 2 to 3 days, there is a 50% upcharge. For output in 1 to 2 days, there is a 100% upcharge. For output in less than 1 day, there is a 150% upcharge.

Overtime: Any work performed between 5:00 PM and 8:00 AM Monday thru Friday or anytime Saturday or Sunday is considered overtime and is billed at \$80 per hour. No overtime will be billed without your consent. Normal business hours are 8:00 AM to 5:00 PM, Monday thru Friday.

File Setup: If your file is not "print-ready", we will give you the option of correcting any problems or fixing them ourselves. Any work that we perform is billed at \$75 per hour and is broken down into 15 minute increments.