

INSTRUCTIONS REGARDING MATERIALS

If you have any questions regarding your materials, please contact us before sending the final versions. **We are here to help to you. We want to make sure that everything goes smoothly from the beginning, so please take the following points into consideration.**

GENERAL INSTRUCTIONS:

- Mac OS X operating system.
- We use Adobe CS software.
- If necessary, include a PDF and a color printout with your material.
- Print-ready material must be available for Adara Display no later than two weeks before the intended delivery or, in case of banners, five weeks before the intended delivery.

BLEEDS:

- Bleeds must be at least 5 mm from the trimming line.
- Die-cut image on its own layer or otherwise able to be deleted/edited.

IMAGES AND COLOR SPECIFICATIONS:

- EPS or TIFF files.
- Resolution for smaller images approx. 300 dpi, larger 200-270 dpi.
- If you are unsure about the resolution, please contact pre-production.
- Attach the images in their final printing size to the folder.
- CMYK images (no RGB!).
- If necessary, the images can have multiple channels, additional colors as PMS or spot color.
- PMS, i.e. Pantone color specifications with clear indication of the color number.

FONTS:

- Text converted to paths.
- If the text requires further editing, include the font used (Type1 or OpenType).
- Avoid italics and boldface in graphics programs, only use original typefaces.

MATERIALS:

- Please send an open file, as it is required for the editing related to pre-production.

FILE NAMING:

- Avoid the use of Scandinavian letters (ä, ö, å, Ä, Ö, Å etc.).
- We also recommend that you avoid special characters.

HOW TO SEND MATERIALS:

- Compressed (zip) files smaller than 10 Mb can be sent via email.
Remember to include a low resolution PDF.
- Other materials can be transferred using Display Pack's FTP server.
- For username and password, please contact: aineisto@adara.fi
- When you transfer materials, you should always notify us via email to aineisto@adara.fi and CC Adara Display contact person.
- We can also retrieve material from our customer's FTP server.
- Flash drives, CDs and DVDs are also accepted.

PROOFS:

- We send a PDF proof to the customer for final inspection and approval.
- Printed proofs are always agreed on separately.