



### Accepted Graphic Applications

- **Adobe Illustrator CS5 or earlier**
- **Adobe Photoshop CS5 or earlier**
- **Adobe InDesign CS5 or earlier**
- **QuarkXpress 8.0 or earlier**
- **Adobe Acrobat 9 or earlier**  
(limited file manipulation)

Please always remember to save files in their native (original) format and be sure to include all linked files.

### Accepted File Formats

- .AI**            **.EPS**
- .INDD**       **.PDF**
- .PSD**        **.TIF**
- .QXD**

### Accepted File Resolution

- Our preference for resolution is 100dpi at final size. Please note example below for scanning images at the correct resolution.

**EXAMPLE:** If you scan a 4" W x 5" H photo or slide to create a 36" W x 48" H poster, divide the 36" finished width of the final size by the 4" original width of the photo. This would give you 9. Then multiple the factor by 100 for your scanning resolution. Your scan resolution would need to be 900dpi.

$$\frac{\text{width or height (of final poster)}}{\text{width or height (of original image)}} \times 100 \text{ dpi} = \text{Final Size Resolution}$$
$$\frac{36}{4} \times 100 \text{ dpi} = 900 \text{ dpi}$$

### Color

- RGB is preferred, but CMYK is accepted.
- Reference PANTONE solid to process guide for printed solid colors
- PMS color specification required
- If color match is not specified, CEI can not guarantee color output

\*Please PROVIDE printed color sample for color matching.

(NOTE: Exact color matches are not always possible)

### Fonts

- Include all fonts with files.
- If using Windows programs, please convert fonts to outlines.

### Bleeds

- 2 " for Fabric Graphics and Banners
- 1/8" for Diecut and CNC milled graphics.  
(NOTE: A vector die guide must be created using Adobe Illustrator. If vector die guide is drawn in Photoshop, please export paths to Illustrator.)

### Adobe Photoshop

- Layered files are preferred.  
(to enable editing for color matching and/or changes).
- Files should be at 100 DPI at FULL SIZE.

### Adobe Illustrator

- Do NOT embed placed images
- Use spot colors from PANTONE library

### Unacceptable Artwork Includes

- Power Point Presentations
- Microsoft Word
- Photocopies
- Faxes
- Letterheads
- Business Cards

(NOTE: If necessary, file conversion, retouching, cloning or color correcting will be charged additional labor.)

### Sending Your Files Electronically

- Email (under 5 MB) to your Account Manager  
(NOTE: Use a file compression software, such as WinZip or Suffit, if possible.

- FTP - For large graphic uploads or downloads it is highly recommended that you use a dedicated FTP program. For more information or for Windows/PC users, please view our FTP PFD instructions.

### Sending Your Files By Mail

- Send to your account manager
- CEI - 1119 Milan Street - Canal Fulton, OH 44614
- Enclose a hard copy (color print) of the file output for reference
- CDs and DVDs are preferred media for mailing.
- If using Windows programs, please convert fonts to outlines.