ARTWORK SPECIFICATIONS FAIRCOM MEDIA

In order to achieve a perfect output quality and a steady flow of orders, it is important to send all files as complete as possible. Therefore, the guidelines below must be followed at all times. If the files do not meet these criteria, the production will be delayed and additional costs will be charged to get the visuals ready for print.

FILE FORMATS

We prefer to process your documents as PDF files (1.4 or higher);
• No overprint
• Formats on a scale of 10%
• Fonts are to be transferred into outlines or fully inserted
• Net dimensions in the trim box
• Overlap in the bleed box
• Do not convert PMS colours into CMYK
• Transparency does not have to be flattened.

The following file formats can be processed, however it would be helpful to use an alternative;

Adobe Photoshop CS6 or lower
• .tiff, .eps or .jpg files
• RGB or CMYK (No PMS colours)
• Sizes delivered at a 10% scale
• No layers (Flattened).

Adobe Illustrator CS6 or lower
• .eps or .ai files
• CMYK (do not transfer PMS colours)
• Sizes delivered at a 10% scale
• All imported files to be attached or fully inserted.

All other software only after consultation with our Traffic department due to specific requirements. Try to work towards a Hi-res PDF at all times.

RESOLUTION

The resolution of photographs or artwork will depend upon their application and the type of image;

• Panels, posters, adhesives and banners up to 5 meters: 100 DPI
• Banners between 5 and 10 meters: 50 DPI
• Banners larger than 10 meters: 30 DPI

Please keep in mind that these values apply to the finished size. For example, for a file that is finished at 10%, the above stated values should be multiplied by 10.

COLOUR USE

You can submit your project both in CMYK (Europe ISO Coated FOGRA39) and RGB (Adobe RGB 1998). All our printers work in accordance with the CMYK principle.
This means that PMS colours are also built up from these colours and replicated as closely as possible. Please keep in mind that some colours are quite difficult to replicate with CMYK.
Our advice is not to use transparencies or overprint as this may result in unexpected and undesired results.

Guidelines for various print techniques
• **Banner flags, panels, posters, adhesives**
  5 mm bleeds on all sides, no trim marks.
• **Banners**
  50 mm bleeds at all sides, no trim marks.

FILE SUBMISSION

Please submit your files to us in any of the following ways:
• By e-mail to Traffic@faircom.nl (max. 10 MB)
• To Faircom Media's Wetransfer channel:
https://faircom.wetransfer.com/
Enter e-mail: traffic@faircom.nl and write down a specification about the file.