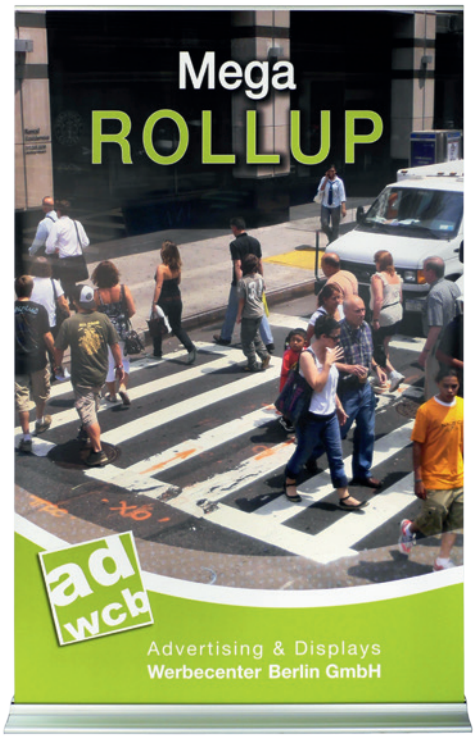
# ARTWORK Guideline bannerdisplays

## Retractable bannerstand “Mega RollUp”

*incl. digital print + bag*




### How to create your print file

### File setting

| | |
|---|---|
| **Format:** | final format or scaled (e.g. 1:2) |
| **Resolution:** | ratio 1:1 96-150 dpi |
| | ratio 1:2 192-300 dpi |
| | ratio 1:10 960-1500 dpi |
| **Bleed:** | no |
| **Crop marks:** | no |
| **Overprint:** | deactivated |
| **Fonts:** | embedded or converted to paths |
| **Do not use:** | clipping paths, alpha channels, masks in PSD |

### File formats

**Digital- and large format printing:**
- PDF X-3*, TIFF, JPG, PSD (flattened to background layer), EPS*, AI*

***important notice**
The file formats can be created with different programs with various attributes. That can cause numerous errors, e.g. deviation of colours, missing or incorrect fonts, missing elements etc.
**To avoid such problems please create your data as a ready to print file in PDF / X-3:2002.** To prevent incorrect printing, please feel free to send or upload your original file‘s preview (JPG) for comparison.

### Colors

| | |
|---|---|
| **Color mode:** | CMYK |
| **Color profile:** | ISO Coated v2, Coated Fogra 27 / 39 |

**Do not use:**
RGB and spot colors such as Pantone, HKS and RAL. They will be converted / simulated to CMYK. We cannot guarantee for color differences caused by conversion.

**Proof**
It is not possible to do color adjustments in the RIP software or at the printer. If color accuracy has high priority, we recommend you a proof beforehand.
The file can be created with several different versions of the color (e.g. small squares with the corresponding CMYK values).
We produce a colorbinding proof on the original material with the original colors. If necessary, you have the opportunity to adjust your file before print.

### File upload

**upload to our server**
Please register in our onlineshop:
www.werbecenter-onlineshop.de
When you finished the ordering process, you can upload your artwork directly in our upload-center.

**e-mail**
daten@werbecenter-berlin.de

**by mail**
Advertising & Displays
Werbecenter-Berlin GmbH
Zitadellenweg 26b
D-13599 Berlin
Germany

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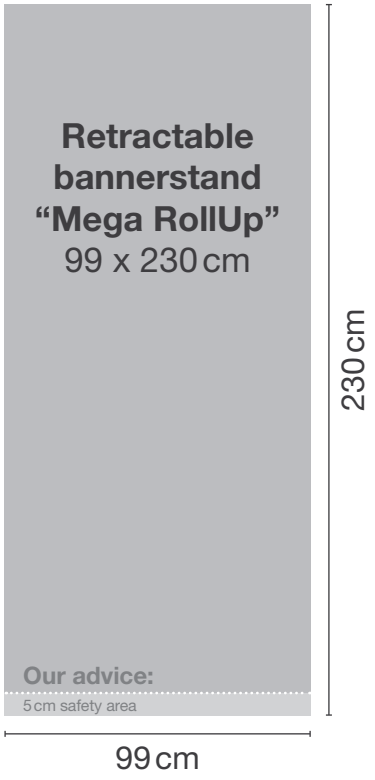


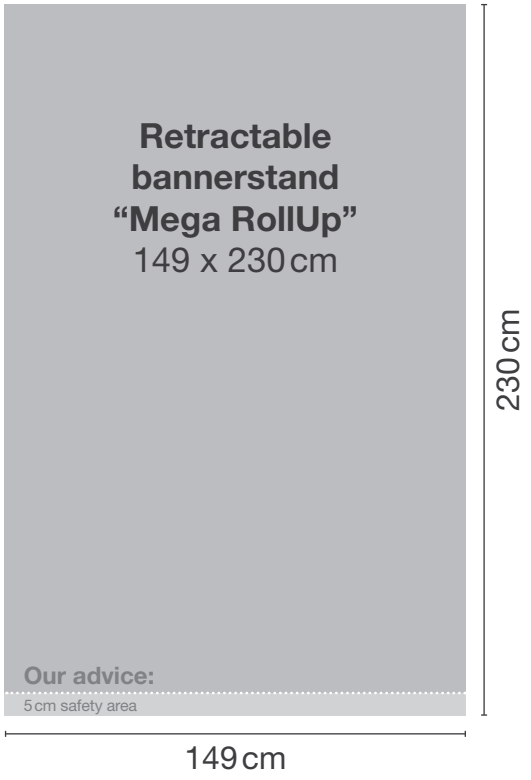

**Our advice**

We advise not to place important elements such as fonts or logos in the bottom area (starting 5cm from below), since it might be sucked into the entrance of the cartride.

**Extra space for the cardridge**

You may add 7cm additionally to the bottom of your motive for the feed in the cartidge.

| | | | |
|---|---|---|---|
| **Format of file:** | 99 x 237 cm | **Visible area:** | 99 x 230 cm |
| **Format of file:** | 149 x 237 cm | **Visible area:** | 149 x 230 cm |
| **Format of file:** | 179 x 237 cm | **Visible area:** | 179 x 230 cm |

**IMPORTANT:** *Please create the data without bleed, crop marks and registration marks.*

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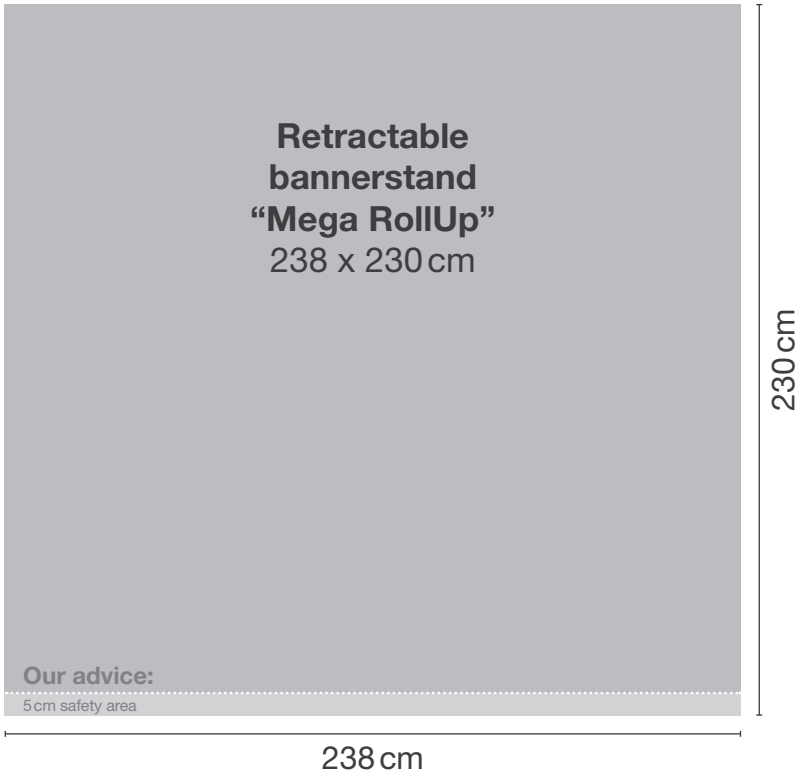


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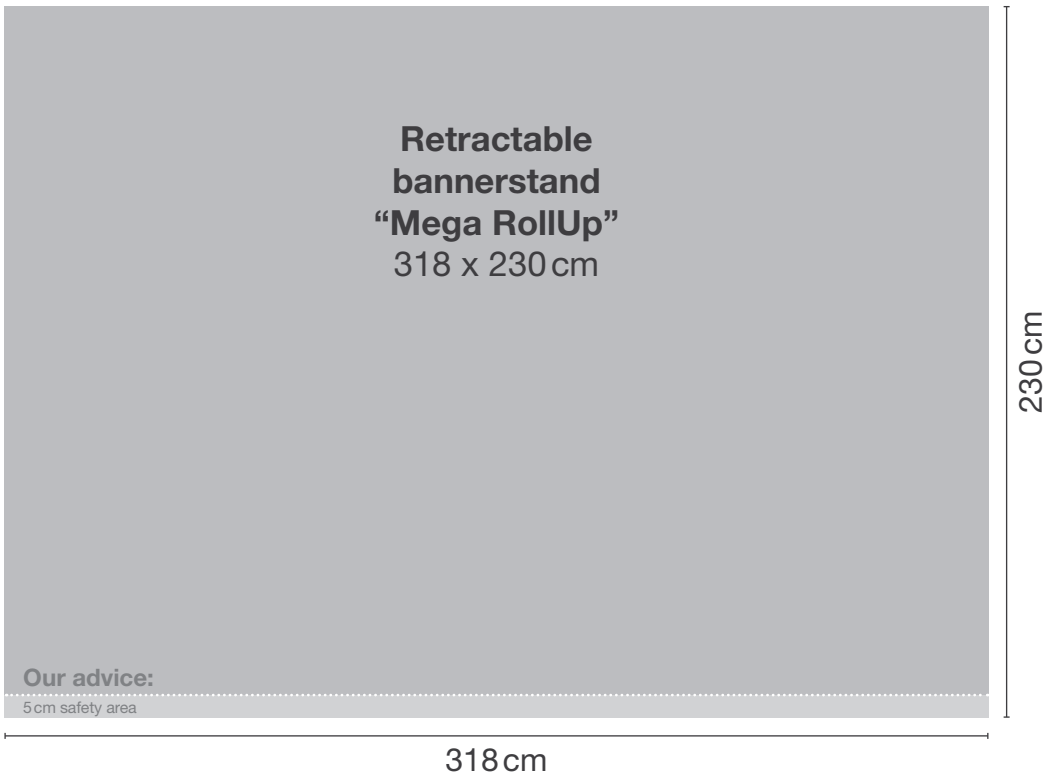
**Format of file:** 238 x 237 cm **Visible area:** 238 x 230 cm
**Format of file:** 318 x 237 cm **Visible area:** 318 x 230 cm




**IMPORTANT:** *Please create the data without bleed, crop marks and registration marks.*