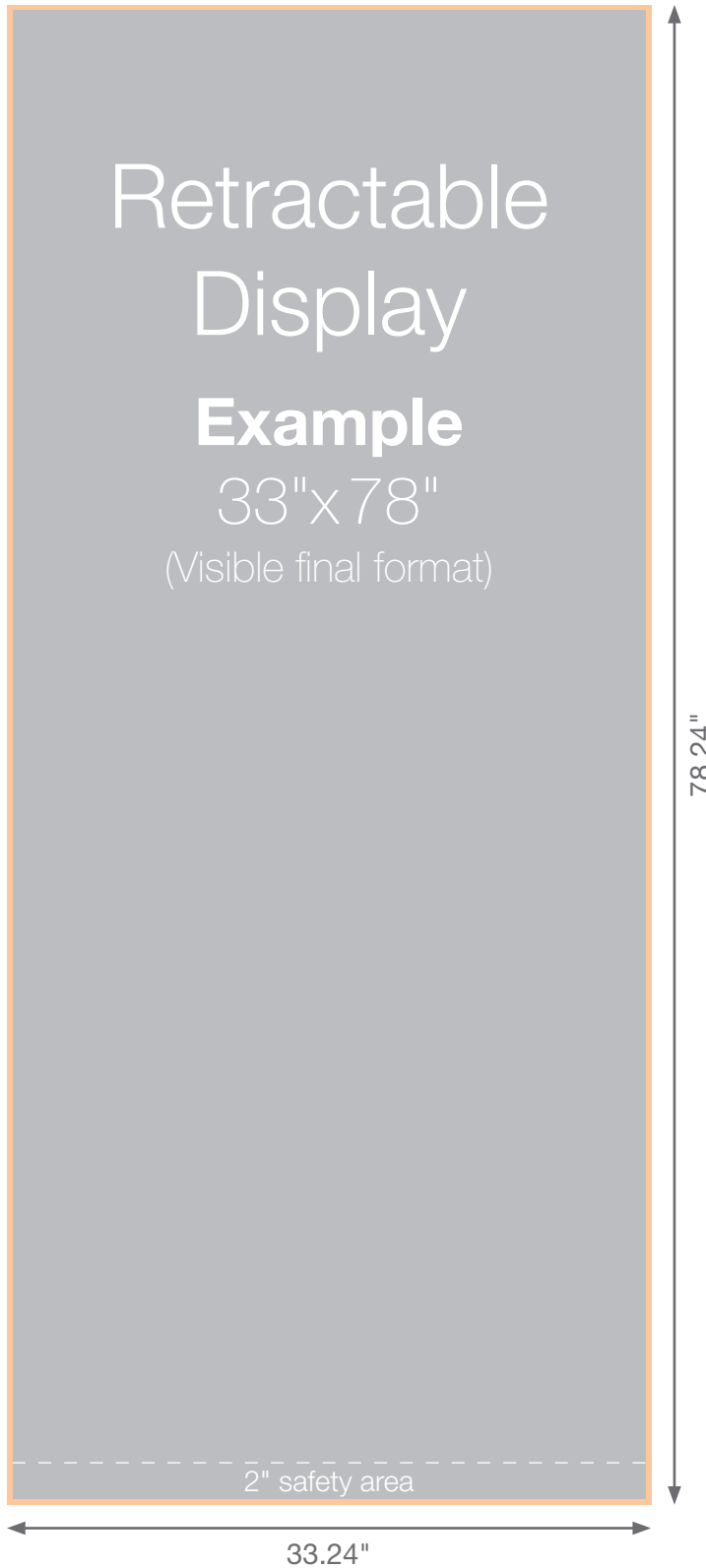## Dimensions of the print data

The format of 33" x 78" is used as an example. If you have selected a different format on the product page (please note the paragraph "Print dimensions" in the description – for example 39" x 78", 37" x 88", 58" x 90"), please use these dimensions to create your printing files.

Retractable Display

Example
33"x 78"
(Visible final format)

78.24"

2" safety area

33.24"

Summary

File format incl. 0.12" bleed
Example: 33.24" x 78.24"

Visible final format
Example: 33" x 78"

Important

Please create the data **without** trim and crop marks. Further information can be found on **page 2.**

Examples and recommendation

File format to be created

Create your chosen print size (see product page) incl. circumferential bleed of 0.12".

Example: 33" x 78" = 33.24" x 78.24"
Example: 37" x 88" = 37.24" x 88.24"

Extra space for the cartridge (optional)

You can also add 1" to the bottom of the motif for the cartridge feed. Please continue backgrounds, colors, images and gradients if you want to use the feed.

Example: 33" x 78" = 33.24" x 7**9**.24"
Example: 37" x 88" = 37.24" x 8**9**.24"

Our recommendation
We recommend to not place any important elements such as fonts or logos in the bottom area (starting 2" from below) to prevent them from getting into the cartridge or being cut off.

ARTWORK Guideline Retractable Banner Stand

File settings

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:	0.12"
Crop marks:	no
Overprint:	deactivated
Fonts:	embedded or converted to paths
Do not use:	clipping paths, alpha channels, masks in TIFF / JPG

File formats

Please use:

- PDF X-3***** or higher, TIFF, JPG

Do not use:

EPS, PSD, AI, CDR, INDD, PNG, PUB, DOC, DOCX, PPT, PPTX, XLS, XLSX, ODT

*important notice
Printing files can be created in a variety of different programs with different attributes. This way, numerous errors may occur: for instance missing or incorrect fonts, color anomalies, missing images etc. To avoid this **please create your data as a print-ready PDF / X-3:2002.**

Colors

Color mode:	CMYK
Color profile:	U.S. Web Coated (SWOP) V2,
	ISO Coated v2, Coated Fogra 27 / 39

Do not use:
RGB and spot colors such as Pantone, HKS and RAL as they will be converted to CMYK. We cannot guarantee color accuracy for converted colors.

File upload

Upload to our server
www.werbecenter-onlineshop.de
Please sign up for an online account and upload the files for the ordered product to your latest order.

E-mail
upload@werbecenter-berlin.de

Notes

· Print and production tolerance will be 0,25%
· We can't guarantee measurements exact to 0.-inch
· Depending on color profile, print material and the use of different file formats for similar motifs, colors may vary