

CLIENT ART REQUIREMENTS

Electronic Art not supplied according to these specifications may result in production delays and incur additional charges. Please call 314.989.9099 for any questions.

Acceptable Software

Photoshop CS5, Illustrator CS5 (older versions are acceptable). InDesign CS5 is only acceptable if provided a high resolution PDF file and all links in the InDesign CS5 file are linked separately and not embedded. If neither are provided, additional art time will be billed or a request will be made by Skyline for new revised art.

Not Acceptable Software

CorelDraw, Pagemaker, Microsoft PowerPoint, Word, Publisher, Quark Xpress, Freehand, or Clip Art. We can however accept documents from these programs as reference templates for designing full scale artwork from scratch.

File Setup Size

Setup all files at full print size. Do not add bleed or crops. Please do not place any critical elements (i.e. text, logos) within the outer 2". Be sure to extend your background to the very edges of your graphics. NOTE: Some products require a much larger safe area.

Resolution of Images

100 dpi at full size is strongly recommended, 75 dpi is the minimum. Always preview artwork at actual print size to check for any hidden flaws and pixilation.

CMYK vs RGB Images

All art files are to be set up in RGB.

Color Specifications

Please use "Adobe RGB 1998" RGB Profile. We will try to match any "Solid Colors" that you might have. You should spec all critical color matches from the PMS Pantone fanbook. There are some colors we cannot match perfectly, but we will get as close as each process allows. Do not specify metallic or fluorescent colors, as it is impossible for us to match those colors. Critical color issues should be coordinated with your sales representative and/or production artist.

Black Specifications

For best black output, set the blacks in your file, including vector and raster art, to R: 0, G: 0, B: 0.

Placing Raster Images

For placement into Illustrator or InDesign, save images as a Photoshop EPS. Set preview setting to Macintosh 8bit and Encoding to Binary or JPEG (maximum quality). Make sure not to check any of the check boxes in the Photoshop EPS save dialog window. Do not embed or parse the files. Always link the files, which allows for color correction, proofing and editing. Make sure to include all linked image files separately. Embedded images cannot be guaranteed. In regard to InDesign, please preflight/package and send the entire file along with a high resolution PDF. To ensure your file prints properly, do any cropping and rotating in Photoshop before placement of files.

Raster Only Art

If no vector art is used, raw Photoshop images can be sent in as a layered PSD or TIFF file with LZW compression or JPEG compression with quality slider maxed out at 12.

Fonts

Outline or rasterize ALL fonts. For editing purposes, please provide fonts (preferably PC compatible) with your artwork.

Design Guidelines

- Do not design with borders. Due to necessary over-sizing, your borders will become uneven.
- Keep critical art elements at least 2" away from all the edges for your image.
- Critical cuts between panels should be avoided, due to material shrinkage during lamination.
- Colors produced using different output types will not match. (i.e. Inkjet vs Lamda)
- If you submit a color as a "tint" or percentage of a PMS color, it can only be printed "as is". We cannot guarantee the "tint" as we do not have PMS fanbooks or charts to show us exactly what that tint should look like.

FTP Site Upload Instructions

Please Read Carefully

Pg. 2

Skyline FTP Site

The maximum size any file can be is 200MB. Larger jobs should be sent on CD or DVD. Please “stuff” or compress your files before starting the upload process. Acceptable compression programs WinRar, WinZip and Stuffit. **After your file has been uploaded, email your Sales Representative, Project Manager or Designer the filename.**

Mac

OS 9 and earlier FTP Software needed: You will need to download a separate FTP application, because Internet Explorer for Mac does not support uploading to FTP sites. We recommend the application “Fetch” which can be downloaded using this address:

<ftp://skyline:displays@ftp.skyline.com/pub/Fetch.sit>

OS X and later: You will need to download a separate FTP application, because Internet Explorer for Mac and OS X’s built-in functionality does not support uploading to any FTP sites. We recommend the application “RBrowserLite”, “FTP Only” mode which can be downloaded using this address:

<http://www.rbrowser.com>

Once you have an FTP client, use this login:

Protocol: FTP (Not Public FTP) Port: (Leave Blank) These two are shown in RBrowser software only.

Host: [ftp.skyline.com](ftp://skyline.com)

UserID: skyline2010

Password: displays2010

Upload Directory: pub

Windows PC

For windows, you do not need a separate application to use the FTP site, because Microsoft has built full FTP upload and download capability into Internet Explorer. Other web browsers such as Firefox will not work for FTP uploading. Notice the ftp:// at the front instead of http://.

Use this address: <ftp://ftp.skyline.com/pub/>

Login will appear, then enter User Name as “skyline2010” and Password as “displays2010”

On the right upper corner there should be a drop down “Page” menu. Click there and select “Open FTP Site in Windows Explorer.” It may prompt you to log in again, please use the same name and password as stated above.

After connecting, you should see many files and folders. Drag your upload file into a blank area of this Window, among the other files and folders. If you are only seeing several folders, including a folder called “pub” then you need to double click into the “pub” folder before uploading.

Acceptable Storage Media

CDs, DVDs and USB Flash drives. Email files must be less than 10 MB. Email files to sdiehl@skylinestl.com and/or cmelo@skylinestl.com, your Sales Representative or Project Manager. If sending a CD or DVD include only the files pertaining to your project.