

The following are some commonly asked questions regarding graphic file preparation. Please read all of the guidelines and requirements on this page, and make sure that your files meet these requirements. Failure to do so will result in delays and/or extra graphic service charges. Complaints resulting from failure to follow the guidelines outlined below will not be accepted.

1. What is the graphic artwork file submission and approval process?

You place your order and submit your graphic artwork. To avoid delays, submit your graphic artwork the same day when you place your order. Please only send the files relevant for the printing.

We review your submitted graphic file for suitability for printing, and contact you if it does not meet all requirements. If corrections are required, you may make these changes yourself and resubmit the file or request us make the corrections, if we are able to do so. If we make the corrections for you, there will be extra graphic service charges. We will send the revised file to you for approval.

Once the graphic file is approved for printing, we will schedule printing for your order.

2. How to send my graphic documents?

You may send us files using one of the following methods:
CD, DVD, or via **OUR** FTP site.

To avoid delays, please make sure to write your company's name, your name and phone number on the removable media and mail them in a properly protected case to:

Unique Advertising and Display Corp. 90 13th Ave Suite 3 Ronkonkoma NY 11779.

Upload at our FTP site. See attached page for FTP instructions
For files under 2MB, email at: stacey@uniqueadvertising.com

3. What file types are accepted?

Please See Attached File Format Specification Sheet

4. What is the resolutions requirements?

File must be at least 100dpi at final full printout size. Do Not use web site images (jpg, jpeg, gif), as they are generally of low resolution (72dpi) and are unsatisfactory when enlarged.

If your image includes photographic images, it is critical that those images used in your file be properly enlarged, before they are placed into or linked to a file. Please include on your disc or with your electronically sent files all individual photographic images that may be linked to your final file. These files are critical to fixing any problems that may occur while outputting your images. You should send these photo images separately, edited as you need, cropped to the proportional dimensions that are used in your master file, but **NOT ALTERED** in terms of its original physical dimensions and dpi resolution.

Do Not size or scale photographic images in Adobe Illustrator. All photographic images used in your file must be a minimum of 100 dpi at the final print size. If your file is prepared at 50% of final size, then the photographic images must be at a resolution of 200 dpi. If your file is prepared at 25% of final size, then the photographic images must be at a resolution of 400 dpi, etc.

Any images (photos, photo-illustrations, scanned images, etc...) must be of high quality to begin with when printing at large sizes. **YOU CANNOT INCREASE THE APPARENT RESOLUTION** of a file by typing a bigger number into the original size window in Photoshop.

5. What if I have text in my graphics?

You must include all fonts used in your file. All type in your files must also be outlined. Files in which the type is not outlined, or is not included may incur graphic services charges to correct the problem, or will hold up production of the job while you edit and resend the file.

If you create your text in Adobe Photoshop you need to work at actual print size, and at a min. resolution of 100 dpi.

6. How is color match handled?

Generally, we will be very close to a match without any special adjustments. If you need an exact color match, you need to Indicate in writing the Pantone values for all critical colors and include a printed color proof. Designation in the