



YARD SIGNS DECALS BANNERS HANG TAGS MAGNETS

# Art Submission Guidelines

## File Information:

Please make sure each file sent to us has all type/text converted to outlines, curves or paths to avoid any missing or substituted font issues. If you do not convert your type, then please include them with your artwork.

Files should be saved using a CMYK color mode with Spot Colors (PMS) that can be converted to their CMYK equivalents.

We recommend sending files in their original layered format and that all linked/placed images be embedded in the document or sent with the file separately.

## Preferred Formats:

All files should be either in Vector artwork or Raster/Bitmapped images.

*Vector Art: Preferred*  
 Adobe Illustrator 9 or Higher **.ai**  
*Vector Art: Supported*  
 Corel Draw 8 or Lower **.cdr**  
*\*Best for cut vinyl products\**

*Raster Image: Preferred*  
 Adobe Photoshop 7 or Higher **.psd**  
*Raster Image: Supported*  
 Corel Photo-Paint 8 or Lower **.cpt**

*Other Formats: Supported*  
 Tagged Image File Format **.tif**  
 Portable Document Format **.pdf**  
 Joint Photographic Experts Group **.jpg**  
*\*Best for printed products\**

## Sending Files:

Only send the required files for production, along with a full color hard copy (proof).

Files less than 5MB may be sent through E-mail to: [orders@sonnsigns.com](mailto:orders@sonnsigns.com)

If sending files by Mail, address to:  
 Sonns Signs & Decals, Inc.  
 1322 Lewis St.  
 Saint Louis, MO 63102

Accepted storage media include:

Compact Disk - CD-R or CD-RW  
 Digital Video Disk - DVD-R or DVD-RW  
 Diskette - Iomega Zip-750

## File Resolution:

This is determined by the final output size of the finished product. Files too small will appear jagged or "pixilated" and files larger than necessary will take longer to produce.

Size is measured by the number of pixels per linear inch (ppi) or dots per inch (dpi). File resolution should be based off the intended viewing distance of the product (see Table).

## Contact Us:

We are available Monday through Friday:  
 7:00am to 3:30pm (cst)  
 Phone: (314) 621-2340  
 Toll Free: (800) 459-2340  
 Fax: (314) 621-2341  
 E-mail: [info@sonnsigns.com](mailto:info@sonnsigns.com)

## IMAGE RESOLUTION BY VIEWING DISTANCE

Format Size	8.5" x 11", 9" x 12"	12" x 18", 18" x 24"	24" x 36", 36" x 48"	larger than 36" x 48"
Viewing Distance	14"	2'-3'	3'-5'	5' or more
PPI	300-240	200	150	100

## Designing for Large Format Printing:

The resolution for this kind of printing can vary, but are usually 72ppi instead of the 240 to 600 ppi used for smaller formats such as magazines and brochures. Files should be set up around 720ppi at 1/10th depending on the finished size, which will be printed at 1000%.

For example, a format of 48" x 96" would be 4.8" x 9.6" at 720ppi, which becomes 48" x 96" when enlarged (multiplied) 1000% and printed at 72ppi. The higher the resolution of your original artwork the better, because it can be down and upsized in case there are size changes.

Another example, photos that are 8.5" x 11" at 300ppi would become 35.417" x 45.833" when downsized to 72ppi. Below is a chart for the visibility of text used in large format printing.

## TEXT VISIBILITY

Letter Height	Distance For Best Visibility	Readable Distance
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'