

# Pop Up Counter (ES)

[www.zoomdisplay.co.uk](http://www.zoomdisplay.co.uk)

## Artwork requirements

- Please save artwork as CMYK.
- Please set up ALL artwork at **25%** final size.
- With artwork set up at 1/4 size, please supply ALL artwork with a minimum of 3mm bleed to all outer edges.
- If fonts are used, please outline ALL fonts, where not possible please supply all fonts used.
- Once artwork is received, we will set up on our template and send you a PDF proof for positioning and spelling purposes, please check carefully
- If colour matching is required then please advise.
- We do not print PANTONE, we can print the CMYK equivalent, if you have a preferred CMYK equivalent then please advise.
- Artwork can be supplied by either email, CD/DVD or uploaded to our website [www.zoomdisplay.co.uk](http://www.zoomdisplay.co.uk), select Artwork then select Upload Artwork and follow instructions.



## Quark Xpress

- Set up CMYK at 1/4 final size
- Collect for Output and supply a Low resolution PDF for visual purposes
- If supplying a High Res PDF do not compress and supply with all bleed and crop marks



## Illustrator

- Set up CMYK at 1/4 final size
- OUTLINE ALL FONTS
- Turn off all Overprints, supply all Links and flatten Transparency
- If supplying a High Res PDF do not compress and supply with all bleed and crop marks



## InDesign

- Set up CMYK at 1/4 final size
- OUTLINE ALL FONTS
- Please save and supply a High Res PDF do not compress and supply with all bleed and crop marks



## Photoshop

- Set up CMYK at 1/4 final size and 320dpi
- Supply a low resolution PDF for visual purposes
- If artwork set up in Photoshop, text/logos will not be vectored and will have some pixelation when printed full size,
- Save out as a JPEG.



## Adobe Acrobat

- If supplying a PDF as your final artwork, ensure all images are not reduced / compressed, crop marks and bleed are included and visual lines are not included inside the artwork.



## Pop Up Counter

Pop Up Counter Panel Size is:

2420mm (w) x 877mm (h)

Visual area on front: 1350mm

