

FILE PREPARATION

PRODUCT TEMPLATES - SHOWDOWNDISPLAYS.COM

Graphic templates can be found in the "Templates/Specs" tab on each product page of our website. Graphic dimensions are subject to change without notice.

REQUIREMENTS

Documents must be print-ready and submitted at 100% final size, with no additional manipulation necessary; additional charges may apply if these terms are not met. Before submitting artwork, convert all text to outlines, paths or curves to ensure exact duplication of type style. Alterations to submitted artwork will result in a necessary proof approval, which may delay production time. We reserve the right to delay or reject any order based on the quality of the artwork received.

We also reserve the right to make slight alterations to your file to adapt to our printing process. Some thin lines or small shapes may not reproduce at the size or thickness submitted. Multicolor close-registration prints are not available on all products.

Please see page 216 for specific information relating to each print method.

ARTWORK SUBMISSION & PROOFING

UPLOADING ARTWORK

For the fastest and most efficient artwork processing, please submit art via our website:

<https://www.showdowndisplays.com/artwork>

You must have an account and be logged in. Our factory will not be held responsible for any server malfunction that affects the receipt of your files.

ELECTRONIC PROOFS

Proofs are provided electronically in PDF format. These depict a low-resolution representation of the final product and should not be used for final color output or image resolution. Additional proofs may incur a proof revision charge of \$10.00(G) each, plus additional design time. Proof approvals must be submitted via our online proofing system before production will begin.

All proof approvals received after 12:00 p.m. Central will be counted as received on the next business day. Production time begins after the final proof approval is received.

GRAPHIC DETAILS

ERRORS

We will not be held responsible for errors resulting from copy that was received or approved incorrectly.

TYPESETTING

Our normal art setup fee includes up to three lines of copy. If a specific font is required, the name of that font must be noted on your purchase order. If we do not have the desired font, the type will be re-set using a standard font or one that matches the desired font as closely as possible.

CHANGE OF COPY CHARGE

Whether for a new or repeat order, any request for an addition, deletion or change to the copy in a vector artwork file will result in an **\$10.00(G) Change of Copy Charge**.

REPEAT ORDERS

There are no setup fees for exact repeat orders placed within two years of original order. Any artwork older than two years must be resubmitted. Proof approvals are required on all repeat orders.

*****ARTWORK THAT HAS BEEN ALTERED IN ANY WAY CANNOT BE CONSIDERED FOR A REPEAT ORDER*****

COLOR

COLOR POLICY

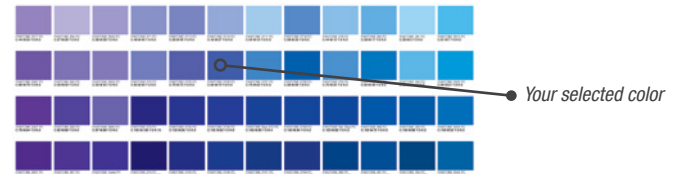
All of our products are printed CMYK (process color). If your artwork requires a specific color, please request a test grid (see below).

WE CANNOT GUARANTEE COLOR MATCHING.

TEST GRID*

If you are concerned about a specific color, we suggest ordering a test grid. Test Grids are printed samples of your requested PMS (spot) color and its surrounding color family (e.g. reds, blues, etc.) Using process colors, we will replicate the PMS color within the processes capability. Please state on your purchase order that you are requesting a test grid and the specific PMS color(s) you are trying to achieve.

CMYK Process Test Grid Example



MATCH PRINT*

A match print is a 1/4 scale print of an entire art file. This is the most accurate way to represent an entire printed piece, since it will mimic the color and appearance of the piece as a whole, excluding any finishing. Please state on your purchase order that you are requesting a match print so it will be recorded on your order.

TEST STRIPS*

For the most detailed representation of full-size print quality and image resolution, we recommend requesting a test strip. An 8" x 20" section of the art is printed at 100%. Please state on your purchase order that you are requesting a test strip, including portion of art you would like to see, so it will be recorded on your order.

**The first test grid, match print or test strip is available at no charge (customer to pay freight). Each additional test grid, match print or test strip is \$20.00(G) plus freight, expedited charges apply.*

Test Strip Example



COLOR ACCURACY

Our customers deserve the highest-quality prints and most consistent, accurate color possible. As a G7 Master Qualified printer, we provide industry-leading color accuracy throughout our printing and production processes.