



**RISING SUN**  
BILLBOARDS.COM

Box 2921 · Invermere  
British Columbia · V0A 1K0

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# Rising Sun Art Requirements

If you are having Rising Sun Billboards preparing the creative for your billboard you have a total of three hours of design time in the production fee to accomplish this. It is important that you express any important facts that you want illustrated in your billboard at your initial meeting with us but remember this all important rule - **Keep It Simple!** Your message will have to be communicated to the viewer within 7 to 10 seconds, that's how long your viewer will have to see your ad. Therefore your copy or message on the billboard should be kept to eight words or less.

Please bring the appropriate files to the initial meeting with the Rising Sun Billboard marketing representative or the art department. These might include the digital file of your company logo preferably in an eps format from Illustrator, Freehand or Corel Draw (we do not accept CDR files from Corel Draw and all fonts must be converted to outlines in the Corel Draw eps). Other files you might want to have on hand would be any

photos that you'd like displayed on your billboard. These photos could be in digital form and would have to be in tiff or eps format. If you save images in jpeg format please save them in the highest quality jpeg compression mode available to you. If you have a photographic print that is sharp and in focus we can scan it for you as long as you own the rights to use it. Please do not bring any photos that have been printed by an ink jet or laser printer since these will yield undesirable results. Also, images that you've taken off the web or taken out of a magazine or book are not acceptable.

If you need us to provide photography for you we can have that arranged for you at an extra charge, also, we can source stock photography or illustrations if required at an extra charge.

## Terms and Conditions – applicable to both pages

Rising Sun Billboards reserves the right to include the completed product of this product in a professional portfolio.

Client agrees to indemnify and hold Rising Sun Billboards harmless against any and all claims, costs, and expenses associated with the usage of materials provided by the client that may violate privacy or copyright claims.



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# Preparing Your Own Files

If you have any questions about how to properly build a file for large format output, please get in touch with us. A small detail at the start of a project can sometimes prevent large headaches at the end. **Most of our large boards are 28 feet wide by 12 feet high. Check before you start for the exact dimensions at your location. Please keep all copy 1 foot away from all edges (Live Copy Safety) and add 3 inches on each side for bleed allowance.**

After your file has been built please submit it to us via our FTP site so that we may check it for quality control. Please contact the art department to obtain the FTP upload information.

## ACCEPTABLE File Types (Uncompressed)

- Quark 7.2 (.qxd)
- Adobe InDesign CS2 (.indd)
- Adobe Photoshop CS2 (.tif, .psb or .psd)
- Adobe Illustrator CS2 (.ai or .eps)
- Adobe Acrobat (.pdf or .ps)
- Macromedia Freehand (.fh)

## ACCEPTABLE File Types (Compressed)

- Stuffit (.sit)
- Self Extracting Archive (.sea)
- Winzip (.zip)

## IMAGES

- Accepted image types are tiff or eps.
- Convert RGB files to CMYK
- NO LZW compression or jpeg encoding

See other side for terms and conditions

## UNACCEPTABLE File Types

- Microsoft Word (.doc)
- Microsoft Excel (.xls)
- Microsoft Power Point (.ppt)
- Microsoft Publisher (.pub)
- Corel Draw (.cdr)
- Generic Formats (.bmp, .png, .pict, .exe, .cad, etc.)

## RESOLUTION Guidelines

- Long viewing distances (billboards, etc.) – 35 DPI @ final size
- Medium viewing distance – 100 DPI @ final size
- Short viewing distances – 150 DPI @ final size
- As a general rule of thumb, a flattened, properly built print file should rarely be over 150 Mb.

## ADDITIONAL Suggestions and Reminders

- Be sure to send us all fonts used or convert fonts to outlines.
- If possible, create files at final size with appropriate resolution
- If file is too large to create at final size, let us know what scale you've used (1:4, 1:8, etc.)
- Spec all critical colors to appropriate Pantone (PMS) value

