



To expedite the production process, it is often helpful to contact our Graphic Designer before you submit your art. Call Ken Miller at (540) 362-3940 x153, or via e-mail at kmiller@hollins-expo.com.

Submitting Artwork:

On Disk: Artwork should be submitted on PC/MAC formatted CDs or DVDs. Please consult our Graphic Designer for other formats.

Via E-mail: (Compress large files before e-mailing: see below for file types.) Artwork should be e-mailed to kmiller@hollins-expo.com

File Types: We can accept the following file types ONLY:

<i>.eps</i>	(Encapsulated Post Script)	<i>.jpg</i>	(JPEG)
<i>.psd</i>	(Photoshop Document)	<i>.sit</i>	(Stuffit)
<i>.tif</i>	(Tagged Image Format)	<i>.zip</i>	(WINZIP)

When submitting a raster file, the optimal resolution is 150 dpi for a 1 to 1 output ratio. Depending on the scale, lower resolutions may result in a decrease in image quality and/or increase in setup charges. The higher the resolution, the better the final output.

Hard Copy:

- Send CAMERA READY artwork ONLY.
- Include PMS colors.
- Include registration marks and crop marks if applicable.
- Artwork MUST be clean and sharp to obtain an accurate, detailed reproduction.
- Photocopies, faxes, letterheads and business cards are NOT acceptable.

Artwork not following the above specifications will delay the job processing time and increase your final cost.

Ordering Tips

- On your disk, indicate the disk format (MAC or PC), file type (e.g., *.eps*, *.jpg*) and compression format (e.g., *.zip*, *.sit*). Mark the disk with your company name, event name, contact person and telephone number and email address is available.
- If sending artwork via e-mail, please indicate the following in the body of your message: the disk format (MAC or PC), file type (e.g., *.eps*, *.jpg*) and compression format (e.g., *.zip*, *.sit*). Please include your company name, event name, contact person and telephone number.
- Include a printed color copy of artwork and PMS colors.
- All files should be scaled proportionately to the final output size.
- All text should be converted to curves, or embed fonts if possible.
- Indicate output size(s) and quantity of each.
- Include a complete list of the files on your disk or e-mail and specify the file(s) you wish to output.
- Remember to order in advance to save time and money. Orders received after the deadline date will be charged at "Standard Rates".
- Should you need any additional assistance, please call our Graphic Designer.