



# General Graphic File Requirements

ver080708

**IMPORTANT:** Please fill in all information requested on this form. When completed, please fax to EPIC Media Group, Attention Graphic Art Department, as soon as possible.

**WE WILL ACCEPT FILES PREPARED IN:**

Photoshop 7.0 or higher (.psd or .tif or .eps), Illustrator 10.0 or higher (.ai or .eps)  
 Acceptable transfer media: CD or DVD's are preferred.

- Files **MUST BE LAYERED** (needed for color adjustment and match to proof or PMS color).
- Must be 1/4 scale (25% of size) at 300 DPI (Ex: A 4'x4' final image would = a 1'x1' image at 300 DPI).
- Build file to precise dimensions shown on EPIC Media Group's "Graphic File Sizing Requirements" sheet provided to you by an EPIC Media Group Representative.

**COLORS:**

Please provide all PMS values for spot colors (if necessary) and color match print clearly marked to get the best possible results. All **black** text, borders, logos, background, etc., within the file must be a 4-color process ("Rich Black") with the following CMYK Breakdown: **90/80/90/100**.

**SIZE:**

All images must be scaled to 1/4 size of the "DIGITAL FILE SIZE" provided by EPIC Media Group at 300 DPI. For example, if a truck/graphic is 40' wide, the file should be scaled to 10' at 300 DPI so when resized to actual printing size, the final resolution would be 75 DPI. All layouts must be proportionate to the final output size. Please note that the Digital File Size is the actual "Live area", therefore **no bleed** is required.

**FEE:**

Artwork changes (including re-sizing) will be billed at \$135 per hour.

**THE FOLLOWING MUST BE INCLUDED:**

- All **printer and screen fonts**, when not using an outlined type face.
- The **actual scale** at which the file was created.
- All **placed images**. Photo images or "Photoshop" files are preferred as uncompressed .TIFFs when linked to Illustrator files.
- PSD files **MUST BE UNFLATTENED** for color adjustments are necessary.
- The file should be created as a **CMYK without** any color profile.
- A **color-accurate proof** must be supplied with the disk. State any Pantone® (PMS) numbers, if required.
- Company logos must be provided as vector art (EPS).

**REMEMBER:**

- PLEASE MAKE ADDITIONAL COPIES OF YOUR GRAPHIC FILES. ARTWORK/MEDIA TRANSFER WILL NOT BE RETURNED.**
- The better your original artwork and the better the scan - the better the print.**

**COMMON CAUSES OF JOB DELAYS...**

- Damaged Disks:** To safeguard disks from damage, avoid storing them near magnetic fields. Dropping a disk can also cause damage. Shipping in plastic bubble wrap is helpful.
- Missing or Incomplete Fonts:** Be sure to include both screen and printer fonts used in the creation of your files.
- Missing Files:** Please include all supporting files.
- Poor Quality Type/Line Art:** Digital type and line art should be created using the programs detailed above because they provide the best quality for reproduction
- Out of Proportion Layout:** Your layout/design should be built exactly to the "Digital File Size" provided by EPIC, not the overall truck size.
- Missing or Poor Quality Color Match Provided:** In order for us to match color on your digital picture files, please provide a color-accurate proof to match. Desktop inkjet prints or color laser printouts are not considered to be color-accurate and are not recommended for color matching.
- Unclear or Conflicting Art Directives:** If type, artwork, images, or color callouts in the digital file are different than what is on the hardcopy printout provided, we will not be sure which is the correct one to follow. The digital file and the reference printout should match one another. Please provide as much information as possible regarding the files (scale, left or right [driver/curb] side, base color for gradients, etc).

**For more info contact Axel • Fax: 310.574.6257 • Phone: 310.827.8800 • Email: axels@epicmediagroup.com**

## Project Information

|                      |                          |  |                        |                      |  |
|----------------------|--------------------------|--|------------------------|----------------------|--|
| Client's Information | EPIC's JOB(S/O) NUMBER   |  | Designer's Information | Agency               |  |
|                      | CUSTOMER/CLIENT Name     |  |                        | Graphics Contact     |  |
|                      | Contact Name             |  |                        | Phone Number         |  |
|                      | Telephone / Fax          |  |                        | Evening Phone Number |  |
|                      | Email Address            |  |                        | Fax Number           |  |
|                      | Salesperson/EPIC Contact |  |                        | Email Address        |  |

## Artwork Information

|                                    |                                                                                                                                     |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| File Information                   | <b>Platform:</b> MAC    PC <b>Software:</b> _____ <b>Media:</b> Disk    Email    FTP: _____                                         |
|                                    | <b>Artwork is:</b> New    Revision <b>File Format:</b> EPS    TIFF    PDF    JPG    Other: _____    Scale: _____                    |
|                                    | <b>File(s) Name(s):</b> _____, _____, _____, _____                                                                                  |
|                                    | <b>Image Res:</b> _____ dpi <b>Scanned Pictures:</b> _____ dpi <b>Format:</b> AI EPS    Photoshop EPS    TIFF    JPEG               |
|                                    | <b>Logos are:</b> Embedded    Outlined    Linked <b>Images are:</b> Embedded    Linked <b>Other (e.g Clip Art):</b> _____           |
|                                    | <b>Special Colors (PMS):</b> _____, _____, _____ <b>Font/Family:</b> _____                                                          |
|                                    | <b>Color Match Proof Provided:</b> <b>YES:</b> Type of proof (Laser, Inkjet, Fiery, etc.): _____ <b>NO:</b> _____ (Waiver Required) |
| <b>Special Instructions:</b> _____ |                                                                                                                                     |