

Advertising submission form

S.T. Rent - It Inc.

Customer Name: _____

Address: _____

Phone #: _____

Fax #: _____

Email Address: _____

Contact: _____

TYPE OF ADVERTISING:

Electronic Newsletter Website Advertising POS Location Ads Mobile Billboard

ARTWORK REQUIREMENTS:

Electronic Newsletter, Website Advertising:

All artwork or logos from said companies must be in jpeg or gif files no larger than 2.5mb.

Mobile Billboard:

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 is preferred.

1. Files MUST BE LAYERED (needed for color adjustment and match to proof or PMS color).
2. 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).
3. Build file to precise dimensions shown on EPIC Media Group's "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.

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 FLATTENED 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 and Pantone® (PMS) numbers, if required.
- Company logos must be provided as vector art (EPS).