

It is important that the artwork for your graphics is sent to us before the deadline so they can be produced in time for the fair.

If it is sent to us after the deadline, a “late fee” will be added. This is to cover overtime and/or express fees, etc. We cannot guarantee that graphics that come to us after the deadline will be ready in time for the fair.

Below you will find information how your artwork should be delivered to us to prevent delays in pre-press.

## General Guidelines for artwork

- Convert to CMYK, specific colors can be saved as Pantone
- Minimum image size 100-150dpi at 1:1 scale
- Name the file and write in the final dimensions of the graphic (W x H), e.g. “wallgraphicA\_500x1500.pdf”
- Convert any fonts or text to outlines
- Send the fonts to us
- 5-10mm bleed around document edge
- Add crop marks
- We prefer print ready PDFs for quick viewing by our project managers
- Save your files at 1:1 scale if possible
- If the document is setup to less than 100% scale, please note this in file name, e.g. “bannerA\_50%\_500x6250mm.pdf”

## Shape cut graphics

- Follow all of the instructions above
- Mark the shape you want us to cut along by using a magenta line (1 pt stroke). Alternatively create a line named “kontur” (small letters) and save as spot color

Please contact your project manager at Malmö Mäss-Service if any questions occur.