

SMASH HIT DISPLAYS GRAPHIC INSTRUCTIONS

We appreciate your business!! In order for us to produce a quality graphics product in a timely manner, we need you to read the Smash Hit Policy at the end of this document (PAGE 3) and then follow the **three steps** below *exactly as stated*:

Step One – Using Our Template

On our website, www.smashitdisplays.com go to the item that the graphic is being used for, then click on the “Graphics Option” button. On the Graphics Options page, go to the graphics package you are purchasing. To the right of this is the Photoshop template(s) for the graphics package you are purchasing. Make sure the template is for the display you are purchasing as some of the graphic packages have several chooses. Call us at 1.800.762.9854 if you can’t find them.

Note that once inside your graphics program, the blue lines on the template are bleed lines. You should create the viewable image within these lines.

Step Two – Prepare File

Follow the file preparation guidelines below exactly as stated. You may be at risk of graphic quality issues or inaccuracies by not following these instructions. Extra charges may apply if repeated assistance is required due to failure of following instructions.

All Files must be flattened before they are submitted!

Recommended Programs

- **Photoshop 6, 7 or CS**
- **Illustrator 8, 9, 10 or CS**

Required file format (flattened)

- **TIFF or EPS**

We DO NOT accept files submitted in Quark or InDesign.

Please create all layouts as one document, (do not separate the designs panel by panel).

Whenever possible, please include a low res JPEG or PDF for proofing.

FILE PREPARATION GUIDELINES

To ensure smooth and timely production of your project

PHOTOSHOP OR CS

This is the preferred application for supplying high resolution raster images. All files submitted as a Photoshop file should be at a 100% (full scale), in CMYK mode, 100-150dpi (dots per inch), or half size at 250-300dpi. Work in proportion if graphic size is larger than art board size. For example if graphic is 30 x 90 , work half size at 15 x 45 . Rasterized font layers then save as a

flattened tiff file with LZW compression (this window appears as you save your document). Please include the file extension in the name.

ILLUSTRATOR 10 OR CS

This is the preferred application for supplying layouts and vector art with maximum compatibility and flexibility. Please supply all Illustrator files in CMYK mode, all text **MUST** be converted into outlines. The file should be to scale, half scale is also acceptable. All raster images must be linked tiff files (**NOT EMBEDDED**) and created to Photoshop specifications. Provide all logos and text within the application wherever possible. Please include the file extension in the name.

GRAPHICS WARRANTY

-All mural panels and end panels will be guaranteed for 15 days from the time of purchase. Guarantee is limited to customer mishandling the murals, rolling the murals tighter than the provided case, rolling the mural image side in, and shipping damage. Any printing, delaminating, or paneling issues, that are due to manufacture's defect need to be addressed within the 15 day period for the warranty to be in effect.

COLOR

- Unless a printed proof is requested and/or is provided, customer waives the right to object to the colors printed. There will be no guarantee that colors will be printed to customer's expectations. Remember, since all monitors are not calibrated alike, we have nothing to compare your digital file to. We print to our best judgement, unless a proof is provided or requested. Critical Pantone colors should be called out if your job is color sensitive. Remember, a PDF proof only provides us a guide as to ensure all the elements are present, fonts are correct, and so forth. PDF is not used to color match. A suggested method is to call out critical colors or save your ICC profiles along with the file.

Note: A printed proof can be requested for \$40.00

Please note: Printing in large format does not ensure 100% color accuracy. Colors and photos will print an approximate 95% accurate. we print in CMYK ONLY. Art Submissions with specific Pantone Color call out's will automatically be converted to CMYK. If you require any specific color to be matched, please include a match print, or previously printed media such as a brochure, business card or any printed sample with your desired color. We will make an effort to match your specified color. Since we print in CMYK and not in spot PMS colors, the final color printed may not exactly match the sample(s) provided.

For your convenience we do offer test strips prior to final printing for you to review (at an additional cost) This will add 2 (or more) days to your schedule. Any adjustments to color will be subject to additional cost, including any additional proofs that need to be sent out.

Naming your file - Please include your company name or last name somewhere in the file name.

Step Three – FTP Upload Instructions

- If Adobe Photoshop file- you must flatten layers, save as tiff with LZW compression.
- If Adobe Illustrator file- you must convert all fonts to outlines, save as EPS.
- Files need to be saved at full size and have a resolution of 100-150 or ½ size with a resolution of 200-300.
- ZIP or STUFF file(s) and follow the instructions below:
 - Once file(s) are completed, enter <http://smashhitdisplays.leapfile.com> into the web browser
 - Select **Secure Upload**
Send files to Smash Hit Displays.
 - Sign into the web based FTP site to begin uploading your graphics by typing into the recipient email box the following

dennis@smashhitdisplays.com

Fill in the requested boxes, pick the file you wish to up load and send. If you wish to be notified when upload is done check box Notify me when the files have been downloaded.

- Please send us an email to let us know this has been done.

Smash Hit Display Policy and Terms

1. When providing your own graphics Smash Hit Displays takes no responsibility as to the quality of the printed graphic only the workmanship. We will view the uploaded file to look for any obvious errors or quality issues **ONLY**. Any graphic reused from the past must be checked and verified for size and quality by you.
2. If there are repeated problems with the graphic and uploading the graphic additional charges may apply.
3. Smash Hit Displays strives to make the graphic process as smooth as possible by providing templates that can be downloaded off of our web site. These templates include the bleed needed by the printer for sizing purposes.
4. The graphic process takes 5-7 working days from the time uploading is completed plus ground shipping time. If products are needed sooner than this schedule allows we can only *request* a rush for an additional 30% of the graphic cost for 3-4 days 50% of the graphic cost for 2day (you only pay if request is accepted). We can also request a “deliver by date” and the correct shipping method will be automatically used and the additional shipping charges plus a \$25.00 re-billing fee will be charged.

Again, we thank you for your business. Please let us know if there is anything we can do to assist you. Please call us at 1.800.762.9854 with any questions you may have.