ZING GRAPHICS
FILE PREP GUIDLINE

Zing Graphics Printing Artwork Submission Specifications

Our large format printing department is capable of handling most digital art files. This document describes the file formats we support. It also provides layout specifications and scanning requirements.

Non-Digital:
Any non-digital artwork must be converted to a digital. We can do this by creating your artwork, or by scanning. If we are required to scan artwork, you must provide art that is either camera-ready, line art, photographs, transparencies, or negatives. You will not get satisfactory results from scanned letterhead, inkjet, or offset prints. Take into consideration that scans need to be cleaned up and color corrected, therefore normal turn around does not apply.
($75.00 minimum scan charge may vary upon type of art)

Applications:
These are the main applications supported by Zing Graphics. Please ask your sales person if they are able to accept any specific programs other than what is listed.

Adobe Illustrator, Quark Xpress,
Adobe PageMaker, Adobe InDesign,
Freehand, Adobe Photoshop,
Corel Draw
Internet:
If you need to upload, you can go to www.ibackup.com. Call us for user name and password.

You can also email your artwork directly to your sales rep. Please restrain to less than 1mb when sending artwork via e-mail.

Frequently Asked Questions

What should be included with my artwork?
All jobs must include a color printout, and where applicable, pantone colors called for our matching purposes. If no print out is received, the customer must sign off on the job before work can begin... Please be aware that color laser printer or desktop inkjet printers do not print accurate colors and therefore cannot be used for color matching purposes.

What if I need to see my colors before production?
For a small fee, we can print your artwork on the substrate needed within a reasonable time request.

Is my artwork good for grand scale printing?
Illustrator/Freehand/CorelDraw files are ideal for large format reproductions. These types of "vector-based" files can scale to larger sizes without any image deterioration.

What if I have scans in my artwork?
Raster/Photoshop files need to contain an appropriate amount of image data to ensure reproductions that is not flawed by pixilation or aliasing. Our recommended resolution for Raster files is 72dpi at the final output size. If your images do not scale out this high, or your images are larger than what can fit on your transportable media, then try using this formula:
Standard Resolution (300 ¸ Viewing Distance = DPI)
High Resolution (600 ¸ Viewing Distance = DPI)
For example your banner hangs in a show booth, but the booth is 10 feet deep, and you want the highest resolution possible. You would divide 10 from 600. The result would be 60 DPI at the final output resolution.

Fonts:
Font files must accompany any job that are used within the layout. If you prefer, in some applications you can convert all fonts to outline-form in lieu of providing the font files.

IMPORTANT NOTE/DISCLAIMER
We are unable to detect any/all corrupted or flawed files until the time of printing which can be the day before or the day of promised completion. Due to this fact, we ask that you prepare your files according to these specifications to avoid any delays. If you feel you need additional information or want to verify proper set up, please call your sales rep.