

Instructions for creating and sending of files for print



In general

In effect since 04.04.2007.

Please verify the actuality of these instructions in Sitopapir before acting on them, we keep the right to change them at any time.

These instructions were written according to our experience in our technology of print. In order to achieve the best quality of printed materials, please see to the following specifications:

Sending of files:

We prepare files for printing on our Apple computers (OSX 10.4.9.). Acceptable media for shipping are CD or DVD but you can also send files through E-mail (up to 10 MB). There is also the possibility to send larger files over the internet. In the case that you would like to use this method, please refer to Sitopapir and we will send you the needed instructions. We do not print from films brought by clients.

Creating a file:

In order to make the processing of files as fast as possible and with minimum problems send us your files created in the Freehand software program. Convert all fonts to curves. Avoid lines less than 0.2 mm thick. Lines that mark additional manufacturing like cutting, folding and other be sure to put in a special spot color, with overprint and with a line 0.3 mm thick. Under this text you can see the difference between printed vector and non vector images.

Image created as a tiff in Photoshop...

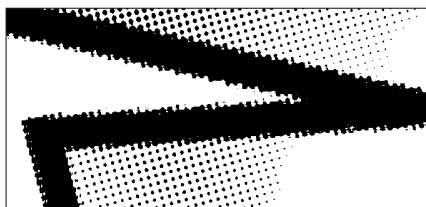


Image created as a vector in Illustrator, Indesign or Freehand...



If your print has the size 100 x 70 cm or less, form the printing files in a 1:1 ratio. The resolution of non vector images has to be 300 pix/inch. If the printing is greater than 100 x 70 cm form the printing files in a 1:10 ratio and keep the resolution of non vector images at 650 pix/inch in this ratio. In order to keep the print of full color images as close to the standards as possible please use "No color management", stay within the CMYK mode and calibrate your screen according to our "Fruit" file and proof. (Please contact Sitopapir to get more info on the "Fruit" calibration file). Edit every image that is in non vector form in Photoshop and after saving it as tiff link it into the freehand file. If the image in Photoshop has layers, please include the open file so we can edit it easier.

When choosing spot colors please stay in the Pantone solid coated spectre, otherwise choose process colors from CMYK mode. You can also name a spot color in the file outside this spectre and provide us with a real sample of this color so we can try and mix the ink for printing (the sample has to be bigger than 3x3 cm).

We also accept files assembled like this in eps, ai (up to CS1), indd (up to CS1) and pdf. When creating something out of standard please add additional notes.

Once we do our editing we will contact you and deliver you a digital proof for you to sign and examples of the mixed inks if there are any.



Billboards

In effect since 04.04.2007.

Please verify the actuality of these instructions in Sitopapir before acting on them, we keep the right to change them at any time.

This page contains only instructions for Billboard posters. Details for other printing can be found on other pages of this document.

These instructions were written according to our experience in our technology of print. In order to achieve the best quality of printed materials, please see to the following specifications:

Creating a file:

In addition to the instructions from page 1 please follow these instructions when creating a Billboard design:

Form the design in a 1:10 ratio. When in this ratio set the resolution of non vector images to 300 pix/inch. Billboards are printed in segments. You can see the segmenting on the shemes bellow. Please avoid placing important details on the edges of segments because when the segments are glued to the board a displacement can happen, resulting in a distorted image or text.

For example: mouth, nose, eye or an important small text.

| The whole "5x2.5" Billboard | | | | | | The whole "4x3" Billboard | | | | |
|-----------------------------|---|---|----|----|----|---------------------------|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | Brutto 50.6 x 24 cm Netto 50.4 x 23.8 cm | Brutto 40.1 x 30.2 cm Netto 39.9 x 30 cm |
| 7 | 8 | 9 | 10 | 11 | 12 | 4 | 5 | 6 | | |
| | | | | | | 7 | 8 | 9 | | |

When creating a Billboard design that doesn't have color over the whole surface use these segmenting nets because it might happen that with slight movement of the design you can clear a whole segment of color and make the printing cheaper for you. Because of different sizes of boards we suggest that you don't use the billboards upper 1.5 cm and 1 cm from the other three edges for anything important.

Also, please have in mind that Billboards are looked at from a distance, in order to get a feeling for the way it will look, place a 1:10 print at 6 – 10 meters from you. That will give you a rough simulation of the situation in nature.



City light posters

In effect since 04.04.2007.

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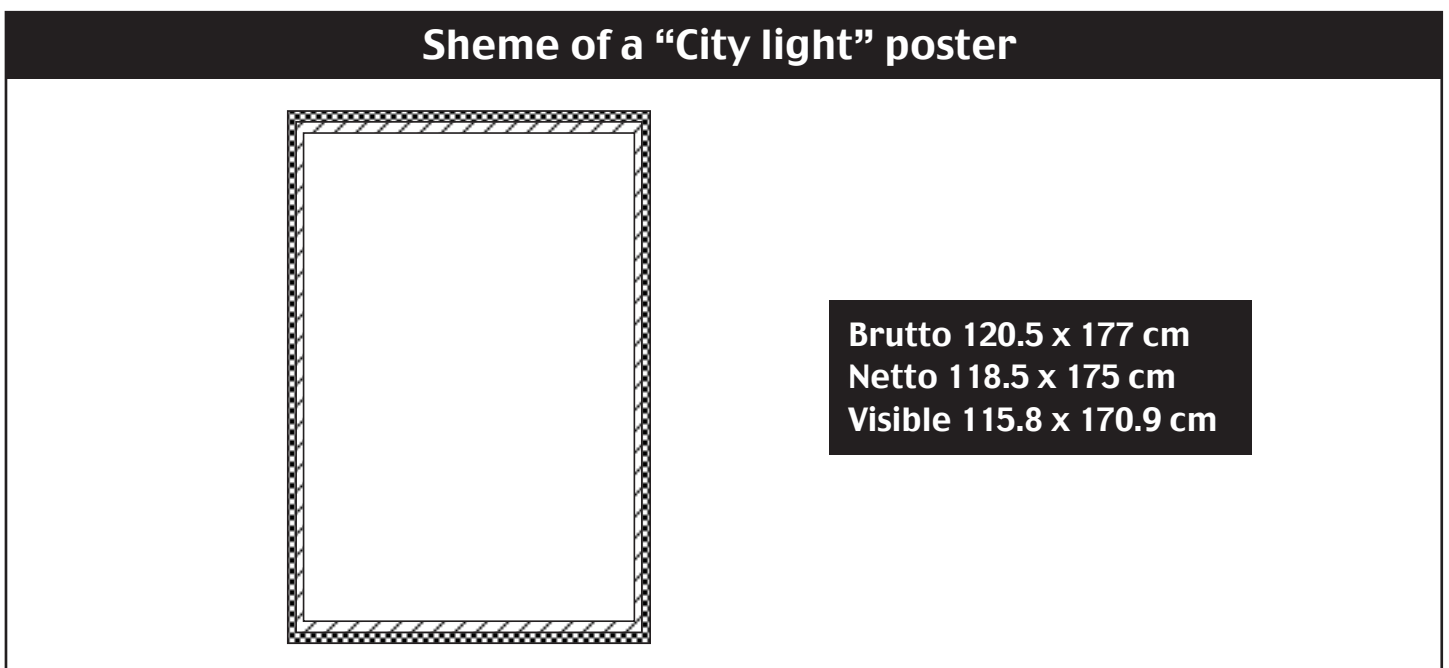
This page contains only instructions for City light posters. Details for other printing can be found on other pages of this document.

These instructions were written according to our experience in our technology of printing. In order to achieve the best quality of printing materials, please see to the following specifications. :

Creating a file:

In addition to the instructions from page 1 please follow these instructions when creating a City light design:

Form the design in a 1:10 ratio. When in this ratio set the resolution of non vector images to 650 pix/inch. City lights are cut after print to a format of 118,5x175 cm. To do this, we need a brutto on all 4 sides. Having in mind that the City light box has a frame of aluminum, avoid putting important details on the edges, in other words count on an absolute visible surface of 115,8x170,9 cm aligned on the centre.



Also, please have in mind that City light posters are looked at from a distance, in order to get a feeling for the way it will look, place a 1:10 print at 3 – 5 meters from you. That will give you a rough simulation of the situation in nature.