

premiereBIRMINGHAM

The Southeastern Beauty Event

2019 ESCALATOR GRAPHIC SPECIFICATIONS

DEADLINE: FRIDAY, AUGUST 30

MINIMUM REQUIREMENTS FOR ARTWORK

At least 100-150 dpi resolution at full size of actual finished product. All related PMS and/or CMYK color codes. If submitting a "vector" type file, include all fonts, or convert fonts to outlines or paths.

ACCEPTABLE FILE TYPE

Files we can use, in order of preference, include:

- EPS and AI (Vector Based Graphics)
- JPG or TIFF
- High Resolution PDF

Note: We cannot use GIF files, Microsoft Office software files such as Word (.doc) or PowerPoint (.ppt), or self-extracting files such as EXE or SEA files.

ACCEPTABLE SOFTWARE FILE FORMAT

We are capable of working with both PC and MAC based software, and can accept art created with the following software. Files should always be saved in their native format.

- ADOBE—Illustrator, InDesign and Photoshop
- COREL DRAW or QUARK XPRESS

SEND ARTWORK TO

Gretchen Nielsen

Director of Marketing

407-265-3131 x115 or 800-335-7469 x115

gretchen@premiereshows.com

No more than a 5 MB file should be sent at a time.

Compress larger files with WINZIP or similar program.

Online file sharing such as YouSendIt are acceptable.

Instructions for FTP usage are below. Upon completion, please notify us at gretchen@premiereshows.com.

For Macintosh and Windows, we recommend using

a secure FTP software such as FileZilla

(<https://filezilla-project.org>) to upload.

FTP Web Address: <ftp://ftp.premiereshows.com/>

Host Address: <ftp.premiereshows.com>

Username: Gretchen_ftp

Password: !BtyShow07

ARTWORK DIMENSIONS

SECTION	WIDTH	HEIGHT
Top	5"	268.5"
Center	5"	140"
Bottom	5"	81.5"

ONSITE PLACEMENT

Upon receipt of your graphics by the deadline, Show Management will handle production, installation and dismantle. Due to the adhesive and installation process, items are not able to be re-used.

SAMPLE

ESCALATOR GRAPHIC

Photos provided are for reference only and may not refer to your exact location.

