



**BULLETIN # 05**  
Headers  
Deadline – **April 11<sup>th</sup>**



**2008**  
**Los Angeles, CA**  
**May 30 – June 1**

**Publisher:** \_\_\_\_\_

**BEA Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Your Email Address:** \_\_\_\_\_

**WHAT IS A HEADER SIGN?**

A header sign hangs over the panel(s) you've reserved at BEA. It's made of white Plexiglas and has your company name/logo printed in teal lettering. The sign is illuminated from behind and there is one sign for each panel you've reserved. MC<sup>2</sup> (NBN's Show Management Company) produces all the header signs. You will work directly with Karen Capitano at MC<sup>2</sup>.

**DO I NEED TO HAVE A HEADER SIGN(S) MADE FOR MY BOOTH?**

You'll need a header sign(s) made if you fall into one of these three categories: (1) you are a new client; (2) you did not exhibit in 2007; (3) you exhibited in 2007 but expanded your booth space this year. There is **no charge**. \*

\*If you were an exhibitor in 2007 and have changed your company name or logo you need to have a new header sign(s) made by MC<sup>2</sup>. **There is a \$250 charge per header sign.**

If you would like to see examples of NBN header signs, please visit our website at <http://www.nbnbooks.com/BEA/BEAPhotos.shtml>.

NOTE: In order to keep all the NBN booths looking uniform we ask that you **do not** bring your own company signs, banners etc.

**ART INSTRUCTIONS:** You must provide the art to Karen Capitano at MC<sup>2</sup> **by April 11th**. Please refer to the information document at the end of this bulletin for uploading instructions and file formats. If you have any specific art questions please do not call NBN - Contact Karen directly at (610) 881-3200 or Fax (610) 863-4967.

MAIL YOUR DISK AND HARD COPY TO: Karen Capitano, MC2, 521 West Babbitt Ave, Pen Argyl, PA, 18072.

\_\_\_\_\_ **NO!** We have the same amount of booth space as 2007 and have not changed our logo.  
We do not need header sign(s) made.

\_\_\_\_\_ **YES!** We need header sign(s) made for our booth. We will mail our disk and hard copy to Linda at MC2 to be delivered by **April 16th!**

**We have reserved \_\_\_\_\_ panel(s) and need \_\_\_\_\_ header sign(s) made.**

**FAX TO Jessica Kennedy AT 717-794-3804**  
**DEADLINE April 11<sup>th</sup>**



# Preparing Files for Large Format Output

For the best results in producing your graphics please follow these guidelines. If you have any questions concerning this information please call the MC<sup>2</sup> Graphic Design department at 845.639.8635 or your Account Executive.

## Products Available

### Inkjet

Opaque – printed on a variety of papers, vinyls, specialized materials and substrates.

Backlit – translucent material mounted on plexiglass.

### Vinyl

A large variety of colors and materials. Specialized effects and appliques.

### Photographic (Durst Lambda/Lightjet)

Opaque – mounted to a variety of substrates.

Backlit (Duratrans) – translucent material mounted to plexiglass.

## General Guidelines

Our graphics workflow is driven primarily by Macintosh computers. In most instances this does not pose any major concerns since our primary software reads PC versions without problems. If you are going to supply us with PC created files, we ask that you convert all LIVE TYPE to outlines. This eliminates the need for us to have the matching Mac version of the typeface in order to output your job. If your software is not able to do this, i.e. Quark Xpress or Word, please call us to discuss the options available.

## Resolution for Bitmapped Images – Scanned Artwork (.tif, .eps, .jpg, .bmp)

Our target resolution for Inkjet graphics is 100 dpi at final size.

Our target resolution for Photographic graphics is 200 dpi at final size.

Target resolutions produce excellent results. For subjects with more detail, higher resolution can be helpful. For subjects with low detail, lower resolution can look fine. We will preflight your files and alert you to any problems we find concerning quality.

High resolution drum scanning is recommended for original art in order to achieve the best results. Unless you are well versed in understanding all the issues involved with scanning and color correction, please have your artwork and transparencies scanned professionally. We will handle this for you if you like.

- Graphics created for use on a website are not suitable for large format printing.
- INCREASING RESOLUTION in an image editing program, i.e. Photoshop, WILL NOT WORK. You must rescan or obtain higher resolution material.
- Scaling an image larger in page layout software reduces it's effective resolution! A 200 dpi image scaled to 200% in Quark makes the effective resolution 100 dpi!

We have many years of experience in making low resolution material look good at larger sizes. By utilizing software and other techniques, we are sometimes able to achieve good results from bad original files, but there are limitations as to what is possible. This service is available at extra cost.

## Layout Sizes

Working at full size is desirable but often not practical. When necessary work in either 1/2 or 1/4 scale of final size. Target resolution adjustment for 1/2 scale is 2X, for 1/4 scale is 4X.

For example, a 48" x 96" inkjet graphic @ 1/4 scale is 12" x 24". Our 100 dpi target resolution gets multiplied 4 times to 400 dpi at 1/4 scale. This makes a 12" x 24" CMYK file @ 400 dpi of approx. 100 megabytes.

## Preferred Software and File Formats

Adobe Illustrator CS 2 v12 or lower.

Adobe InDesign CS 2 v4 or lower.

Adobe Photoshop CS2 v9 or lower.

Quark Xpress 6.1 or lower.



# Preparing Files for Large Format Output (continued)

## Color Matching

Please provide a color proof hard copy of your graphics whenever possible. Provide a sample swatch of critical color for best results or provide PMS colors to match.

Our inkjet graphics conform to the SWOP web offset standard. Images that look good in print will also look good as an inkjet graphic. Pantone color matching is closer to the Process Color Selector.

Photographic graphics (Durst Lambda/LightJet) use the wider color gamut of RGB, similar to your television. This can produce more realistic photographic images. Pantone color matching can be closer but more difficult to maintain over time due to emulsion differences of the imaging material.

## Specific Guidelines for Inkjet Graphics

- CMYK color space preferred.
- Target resolution 100 dpi at final size.
- Maximum width 58.5" by roll length. Wider images are tiled as multiple panels.

## Specific Guidelines for Photographic DurstLambda/LightjetGraphics

- RGB color space only.
- Target resolution 200 dpi at final size.
- Durst Lambda size restriction - 48" wide by approx. 145 feet long. LightJet size restriction - 47" wide by 97" long.

File Formats - EPS files are preferred, use maximum JPG compression to reduce file size without affecting resolution. TIFF with LZW compression to reduce size, JPEG, BMP are also acceptable. Save JPEGs at highest quality setting for best results. Lower quality settings reduce file size, but reduce image quality.

Native file formats will allow us maximum flexibility if editing is required.

## Storage Media – File Transfers

CD-ROM

DVD

Transfer of files of up to 10mb via e-mail accepted.

Transfer of files up to 100mb via ftp site available but if the file is very large, it will probably be more time effective to send on CD or DVD for next day delivery.

FTP Site: [www.mc2-ftp.com](http://www.mc2-ftp.com)

username: guest

password: mc2ftpguest

## What Is Vector Art?

### Vector Art is a technique, not a style.

Perhaps a better term would be "vector-based art," meaning art created in a vector-based program. Vector art consists of creating paths and points in a program such as Illustrator or Freehand. The program keeps track of the relationships between these points and paths. Vectors are any scaleable objects that keeps their proportions and quality when sized up or down. They're defined as solid objects, and can be moved around in full, or grouped together with other objects. Vectors can be defined by mathematical and numeric data. So vector art is anything that's created in Illustrator, Freehand, Corel Draw, Flash or other "vector" illustration programs. (Vector programs: Illustrator, Freehand, Corel Draw, Flash, etc.)

The other side of the coin is raster art. Raster art consists of pixel information, where every pixel is assigned a RGB or CMYK value. This can create smoother and more detailed images for photos and paintings, but if the image is scaled, the program has to create new information resulting in that distorted look.

(Raster programs: Photoshop, Painter, Fireworks, MS Paint, Gimp, etc.)