

## WIDE FORMAT FILE SUBMISSION - FAQs

### 1 What sort of file formats does Suttle-Straus prefer?

Production-ready PDF with trims and bleeds are ideal.

If additional edits will be required it may then be helpful to include native files:

#### Adobe Illustrator (ai, eps):

- Place images as linked graphic and include these files
- Text can optimally be converted to outline; if not, ensure all fonts are included
- Place cutting or information on a non-print layer

#### Adobe Photoshop (psd, tiff, pdf)

#### Adobe InDesign (indd, idml)

- Use the InDesign package feature to pull all assets
- Place cutting or information on a non-print layer

### 2 What about file size?

Build documents at 100% scale to the final trim size and include bleeds when possible.

When working with very large files you can build at a fraction of the original size (such as quarter or half size) but ensure it can be enlarged proportionally and that you have proper resolution in your raster imagery to support this enlargement. Vector imagery or fonts can be scaled without resolution concerns.

### 3 What are the bleeds and excess material requirements?

- For one sided roll or board materials a standard bleed of 0.25" is optimal; 0.125" can work
- For 2 sided material a standard bleed of 0.5" is needed for proper backup
- For wallpapers a minimum of 3" of excess material and bleed is required on all sides; consult with your Suttle-Straus representative for exact requirements as more than that may be required
- For pole pockets (top and/or bottom) add 1.5" of excess material + the size of the pole pocket

### 4 Does Suttle-Straus prefer RGB or CMYK imagery/PDF?

Either. In our workflow, RGB images/PDF will eventually be converted to CMYK, to a GRACoL target profile.

## 5 How much file resolution or PPI do I need?

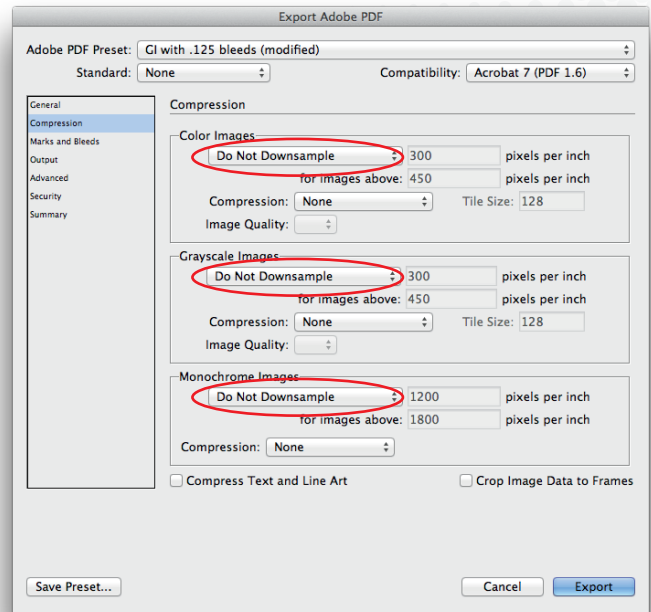
Resolution for Wide Format projects guidelines are based on the viewing distance of the printed piece.

Viewing distance	Resolution
2 feet	200 dpi
5 ft	150 dpi
10 ft	100 dpi
50 ft	50 dpi

Of course, these are only guidelines. If you have concerns regarding the resolution of your images it is best to request a Contract Color Epson proof or Wide Format snipe and to assess acceptability. When examining the proof, view at a distance equivalent to the item's final use.

When building at a fraction of size ensure you are not downsampling or compressing the file when making the Production PDF. Full resolution will be needed for the upscale process.

**Turn off all downsampling and compression for upscales during final PDF generation as shown in the above image.**



To assist in determining the resolution or PPI needed for upscales use the following formula and example.

$$\frac{\text{width of final image (inches)}}{\text{width of original image (inches)}} \times \text{desired resolution (PPI)}$$

$$\frac{72''}{4'' \times 100 \text{ ppi}} = 1800 \text{ ppi}$$

**Example:** If you have a 4" wide image and you need to use it in a document that is 72" wide,

## 6 How should I define contour cuts?

Please refer to [our How-To on setting up contour cuts](#) for Wide Format. This document is located at [Suttle-Straus.com/Doc\\_GICuts](http://Suttle-Straus.com/Doc_GICuts).

## 7 How should I define the use of White Ink?

Please refer to [our How-To on setting up white ink](#) for Wide Format. This document is located at [Suttle-Straus.com/Doc\\_GIWhite](http://Suttle-Straus.com/Doc_GIWhite).

**If you have any questions about Wide Format File Prep, please contact your Suttle-Straus Sales Representative.**