



**Cactus Imaging**

Artwork Submission Guidelines

## Colour

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Cactus Imaging prints using CMYK.

All images and layouts should use the CMYK colour space.

All ICC Profiles should be embedded.

Convert any solid blacks (other than photographic) to a breakdown of **C: 60%, M: 60%, Y: 50%, K: 100%** to ensure a rich black.

Due to the inconsistent nature of colour inkjet and laser prints, we do not consider them to be an accurate colour representation. If you need us to match your print to a particular colour reference, please send it with your artwork and mark it as being colour-accurate. Alternatively, we can produce high-quality proofs in-house. If you require us to produce colour-accurate proofs, please talk to your Sales Manager regarding pricing. If your artwork includes Pantone Colours, please make sure you indicate these colours to your sales rep or they will not be matched to, Pantone colours are used as guides. Although they cannot always be matched perfectly, they will be matched as closely as possible.

Please be aware that some proofing systems produce colours that are outside the gamut of colour our production machines are able to achieve.

## Unsupported File Types

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PDF files should be avoided. PDFs cannot be easily modified to suit the different bleed requirements of the available finishing styles. Even if correct bleed is applied prior to distilling, we can only make global changes to the printed colour. Please supply original layouts rather than PDF files.

Freehand, Corel, Pagemaker, etc files are **not supported**. Please make sure all fonts are converted to paths and export to EPS.

## Software

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We can accept:

- Indesign CS2
- QuarkXPress 6.5
- Photoshop CS2
- Illustrator CS2

We also accept artwork from all earlier versions of these packages.

## Media

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We can accept artwork on either CD or DVD. Artwork can also be emailed to [prepress@cactusimaging.com.au](mailto:prepress@cactusimaging.com.au). We have no limit on the size of incoming email, but please remember that your email server may limit the size of outgoing files. If you choose to email your artwork to us, please inform your Client Services representative that the artwork has been sent, as all jobs must be processed by them before Prepress can work on them.

## Layout

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High-resolution files (rather than low-resolution positionals) should be placed into layouts.

All images should be linked, rather than embedded.

All fonts should be either supplied with the artwork or converted to paths. Please supply both screen and printer fonts, and note that embedded fonts must also be supplied.

Allow at least 50mm bleed on all sides at full size.

50mm margins around artwork are also recommended.

Bear in mind that pocketed boards will have a seam running through them. For a 100mm pocket, the seam will be 100mm in from the finished edge of the board. No text or crucial image should be placed any closer than 150mm from the edge in this case.

Trapping is not required.

## Images

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Link images, rather than embedding them.

Raster files should be supplied as Photoshop, EPS or TIFF files. EPS and TIFF files should not be compressed. JPEG files *can* be used, but be aware that JPEG compression reduces quality.

If the entire print consists of one raster image, do not place it into a layout; crop it to size and supply us with the raster image.

Artwork supplied in Illustrator should have crop marks at the image size, which should be generated using Object > Crop Area > Make.

## Resolution

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The dimensions should be calculated from the following table. Images should then be placed into the document at 360dpi.

Print Area	Artwork Ratio	Percentage
< 2m <sup>2</sup>	1	100
2 - 10m <sup>2</sup>	1:2	50
10 - 20m <sup>2</sup>	1:4	25
20 - 30m <sup>2</sup>	1:10	10
> 30m <sup>2</sup>	1:20	5

For example, a Supersite billboard (12.66m x 3.35m) would need to be set up at 5% (633mm x 167.5mm), and would need 2.5mm bleed on all sides.

Templates for more popular billboard sizes can be downloaded from our website:  
[www.cactusimaging.com.au](http://www.cactusimaging.com.au)

