



SUBMISSION SPECIFICATIONS



SUBMITTING

You can submit your files in various ways: on CD, DVD, USB drive, via email (up to about 10 MB), or through WeTransfer (at bbreclame.wetransfer.com, up to 20 GB). If you choose to submit your files on CD or DVD, we prefer copies of your files. Please note that we do not return the original discs, as we archive them.

To facilitate accurate assessment and pre-check of the image and colors, it's important to always include a reference print. This print should also indicate the file name, PMS color, and dimensions. However, it's important to note that this print serves as an indication and is not an exact color reference.



ILLUSTRATOR

It's important that all used texts and icons in the file are converted to paths, contours, or outlines. This means it's not necessary to include the original fonts. If you provide Illustrator files, they should always be formatted and submitted in the CMYK color mode, including PMS color numbers.

When placing images in an Illustrator file, it's necessary to convert them to the CMYK color mode in advance. Alternatively, you can submit photos/images separately with the original RGB profile for review, so that we can adjust or convert them if needed. In this case, the dimensions and resolution of the provided images should match those in the placed file for easy replacement if necessary.

INDESIGN

For documents created in InDesign, it is advisable to package them using the 'File' menu. This way, all used links (such as images and logos) and fonts are collected into one package. This keeps the original file fully editable. When submitting an InDesign document, don't forget to include a low-resolution reference PDF as well. This PDF serves as a review for the final result.

PHOTOSHOP

Photoshop files can be submitted in various formats such as Photoshop itself, PDF, EPS, or TIFF. To compress the files, it is advisable to use the maximum JPEG quality setting. It's crucial that the digital source image maintains high quality and resolution. For Photoshop files with text, illustrations, and/or logos, the resolution at 100% of the print size should be at least 100 dpi to achieve a good result.

For large format prints viewed from a relatively far distance, such as billboards, a lower resolution is sufficient. Here is an indication of the required resolution based on the viewing distance:

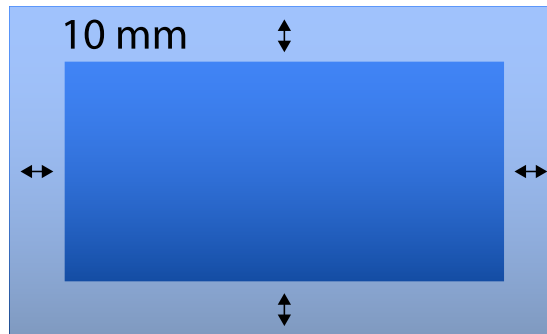
- Distance up to 1 meter: 100 dpi (at final size)
- Distance from 1 to 5 meters: 70 dpi (at final size)
- Distance from 5 to 10 meters: 50 dpi (at final size)
- Distance beyond 10 meters: 30 dpi (at final size)

PDF PDF

PDF files should be submitted as a Certified PDF or as a PDF with the highest possible setting for the CMYK color mode. Additionally, ensure that all fonts are embedded in the PDF file.

BLEED AND CROP MARKS

All print files must be submitted with a 10 mm margin without crop marks.



A COMPUTER CUT LOGOS OR TEXT

Files should be submitted as Illustrator vector files. Ensure that fonts are converted to letter outlines (outlines), or provide the fonts separately.



DESIGN AND LAYOUT OPTIONS

BB Reclame offers the option to create custom files according to your preferences. If you are unable to provide a ready-made file, we can assist you with this as well. We would be happy to discuss the specifications we need to achieve a successful end result.

These elements may include:

- Logo (preferably in EPS format with PMS colors or in CMYK)
- Photos (in high resolution)
- Fonts (OpenType or TrueType)
- Color usage (PMS / CMYK)
- Text (Word, Notepad, PDF, plain text)
- Dimensions

The additional costs for these design services will vary depending on the complexity of the project. If you have any questions or wish to share comments, we are always ready to assist you. You can reach out to us via email or phone.

info@bbreclame.nl

+31 6 815 077 99