



Washington Graphics LLC

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## Production Specifications for Seattle Market Transit Displays

**Please Note:** These are our preferred specifications. If you have a layout already designed according to different specifications please do not adjust your layout. Our Prepress department will make the necessary adjustments.

Sign Type	Printed Size	Document Size	Printing Area	Live Area	Image Resolution
Interior	11" x 28"	7" x 2.75"	6.875" x 2.625"	6.625" x 2.5"	400dpi
Taillight	17" x 50"	13" x 4.25"	12.5" x 4.219"	11.75" x 3.5"	400dpi
Taillight	18" x 60"	15.5" x 4.5"	15" x 4.459"	14.25" x 3.75"	400dpi
Taillight	21" x 72"	18.5" x 5.25"	18" x 5.219"	17.25" x 4.5"	400dpi
Queen	24" x 65"	16.75" x 6"	16.25" x 5.969"	15.5" x 5.25"	400dpi
Queen	24" x 88"	22.5" x 6"	22" x 5.969"	21.25" x 5.25"	400dpi
Queen	30" x 88"	22.5" x 7.5"	22" x 7.469"	21.25" x 6.75"	400dpi
King	30x120	30.5" x 7.5"	30" x 7.469"	29.25" x 6.75"	400dpi
King	30x144	36.5" x 7.5"	36" x 7.469"	35.25" x 6.75"	400dpi

Send Files to: Washington Screenprint, 9449 151st Avenue NE, Redmond WA 98052  
Or email (if 5MB or less) to: design@washingtongraphicsllc.com and cc to: sales@washingtongraphicsllc.com  
Call for FTP access. Local pickup may be available too. Please call to check.

### Quick Setup Guide

- Determine which size sign you are designing for from the chart at the top of this document.
- Call WS&G to request a layout template or download one from our FTP site. If you receive a template from us skip to number 8.
- In your layout application, set your Document Size to the dimensions listed on the chart above. This represents the size of material we print on.
- Make a layer named "Do Not Print."
- Draw a box indicating the Printing Area and set the dimensions according to the chart above. This represents the entire area that can possibly be printed.
- Draw a box for the Live Area according to the chart above. This is the "safe area" for your design. Anything outside this box could be covered by frames on the bus. Important elements should stop while the background should continue to edge of the Printing Area.
- Center all the boxes on the document and lock the "Do Not Print" layer and arrange it to the top.
- Design your advertisement.

### Definitions

**Final Print Size** is the actual size your printed advertisement will be after it is trimmed and ready for its application.

**Document Size** is the size of the piece of material we print on.

**Printing Area** represents the entire area we are able to print ink. There should be nothing extending beyond this boundary.

**Live Area** is the area which will not be covered by the sign frames. The important elements of your design shouldn't extend beyond the live area, but background design elements should continue on to the edge of the printing area.

**Image Resolution** is important when scanning or creating raster, or bitmapped, images. 400 pixels per inch is all that is necessary for it to look great. Anything below 400 runs the risk of becoming noticeably pixelated.

## Guidelines

### File format

We accept files from the following applications and versions or earlier:

- Freehand MX
- Illustrator CS4
- InDesign CS4
- Photoshop CS4
- Quark Express 6.0.

Please provide Macintosh files only. Do not send pdf files for final print, or layouts with embedded images. Provide native files with links, preferably with fonts converted to paths or outlines or with the font files included. CMYK Photoshop files can be flattened if no further editing needs to be done. Photoshop files can be saved as TIFF, eps or high resolution jpeg.

### Images

Scan images at a high enough resolution so that when they are cropped, sized for the document and imported that they are a minimum of 400ppi (100ppi at full size). It is best if the images are imported with little or no rotating or resizing in the layout. If you are unable to control the quality of your image please call to discuss the options.

### Color Management

Our screenprinting is adjusted to match SWOP standards as accurately as possible.

If you have questions regarding RGB, CMYK or converting between the two colorspaces please call.

If providing a hard proof for color matching, please include color bars for accurate color. For best results, the color bars should be 1/4 inch square in the following percentages. 10, 25, 50, 75, 90, and 100. They can be emailed to you if you would like, or downloaded from our FTP server.

### File Transfer

We can receive files under 5MB via email. Please attach pdf or jpg for soft proofing. If your files are larger please use our FTP site or provide them on CD with a color printout for soft proofing.

You may also email files (if 5MB or less) to: [design@washingtongraphicsllc.com](mailto:design@washingtongraphicsllc.com)

or mail files to: Washington Screenprint, 9449 151st Avenue NE, Redmond WA 98052

If you have any questions or concerns, please call the prepress dept. at 425-376-0877

## Checklist

1. Is your document size correct?
2. Is all important type and graphics within the Live Area?
3. Are all linked files saved at a high enough resolution? 400ppi (dpi).
4. Are all fonts included or converted to paths or outlines?
5. Is your document set up in CMYK, and are all spot colors named identically throughout the design applications?

## Technical Support

Technical Support is free and available by calling the prepress department at 425-376-0877. We can help you plan and problem solve your layout or address concerns you may have regarding color management or trapping. Please give us a call to discuss your project before you begin.

