



Technical Specifications

FOR PRODUCING LARGE-FORMAT DIGITAL PRINT ARTWORK DOCUMENTS AND COMPOSITIONS

No product advertising allowed
All artwork must be approved by the ESC

DEADLINES:

- Submit artwork for approval **22 June 2011**
- Finalised for **24 June 2011 and thereafter transferred via .ftp as listed below.**

SOFTWARE USED: CS4

PREPARING IMAGE FILES (PHOTOSHOP)

- Create your image using the CMYK or Pantone subtractive colour model
- Final file size 300 DPI at 1/10th scale (of the final format)
- Files should be saved in EPS format
- Fonts must be vector-based.

PREPARING DOCUMENTS, COMPOSITIONS AND ARTWORK (XPRESS, INDESIGN, ILLUSTRATOR)

- Draw up your documents to 1/10th of their final size
 - Create your documents using the CMYK or Pantone subtractive colour model
 - Use vector-based graphics for illustrator documents. A Mac Fonts folder should be in you send the folder for documents produced using XPRESS and INDESIGN
 - For vector-based logos, if possible - and provided quality is not adversely affected - Photoshop files should not be imported at more than 100% of their original size.
 - Illustrator files should be saved in EPS format (vector-based fonts)
 - Leave a 5 mm bleed on XPRESS and INDESIGN layouts.
 - Upload them to our http server at: <http://data.unibail-rodamco.com> and log on using the following:
User name: SAL
Password: abcd1234
File: ESC Congress 2011
- Include a match proof for each production folder (chromalin or Iris colour-proof, or other paper-based proof)
 - In all cases, include a PDF match for each graphic to be produced.
 - For black and white graphics, the overprint option should not be activated. For other colours, this option, together with the transparency option, should be activated «if desired» (overprint with the addition of different colours.)



All sizes are listed WIDTH x HEIGHT

Esplanade - Advertising Panels

Usable area: 1.20m x 1.74m (visible area: **1.16m x 1.69m**)

Zone 7 - Mega Posters

7m x 5m

Between Zones 6 – 7 – Drop Banners

1.5m x 5m

Coach Entrance Banners

19.96m x 2.23m

**FOLLOWING THESE TECHNICAL RECOMMENDATIONS WILL ENSURE YOUR GRAPHICS
ARE PRODUCED ON SCHEDULE AND TO THE HIGHEST QUALITY**