

ARTWORK GUIDELINES

May Advertising has a full in-house design and layout facility. However, if you would like to incorporate your own design or logo, please use the following guidelines when submitting digital files.

1. All signage is either produced by screen printing, digital printing, spray painting, or computer cut vinyl (which requires vector artwork).

- **Vector Artwork:** Artwork that is actual lines representing text and graphics.

- **Bitmap Artwork:** Artwork that is a picture made up of many pixels (squares) representing text and graphics.

2. **Preferred Program Files:** PC or Mac – Adobe Illustrator CS2 or lower - .AI, Illustrator EPS, PS or PDF (Vector)

Acceptable Program Files: PC or Mac – Photoshop CS2 or lower, JPED, TIF, GIF, PSD & BMP (bitmap); Corel Draw (export file as Illustrator file with text converted to curves); Quark Xpress (export file as EPS)

Unacceptable Program Files: Microsoft Publisher, Macromedia Freehand

Font Information: Convert text to paths, outlines or curves (the text becomes an object and can no longer be edited as text). If this is not possible, please include font files when sending artwork.

Color Information: When assigning a color to an object or text, please use Pantone colors. This will work best for process or spot colors. If you are using one of May Advertising's standard print colors, assign a spot color and it will be changed to the standard print color. Please indicate the exact number of colors needed to print the job.

3. **Digital art files** All digital files can be submitted on a CD, DVD, via email or FTP. Please send a color printout of your artwork with any special information and make a copy of your artwork in the event that the file is corrupted.

Emailing Digital Art Files Please send files to mayart@mayadvertising.com or directly to the sales or customer care representative handling your order. Please compress files using StuffIt or WinZip when sending multiple and large files. We prefer not to receive artwork via email over 2MB. If you have a larger file, please FTP (2mb and above) using www.yousendit.com which is a FREE SERVICE on the internet to send files up to 1 gigabyte in size.

Photographs must be high quality, professional color photos and 4"x6" or larger. Photographs will be returned with your order. If providing a digital version, please send the file on a CD, DVD, via email or FTP at 300 dpi resolution. We will not do any major retouching of photographs.

Please feel free to contact our Art Department if you need any assistance.

If you do not have a digital file of your artwork, sample signs can be mailed to:

May Advertising International, LTD.
1200 Forum Way South
Fort Worth, TX 76140