



# GRAPHIC DESIGN SERVICES

## GENERAL INFORMATION

United Advertising Corporation provides a range of marketing and graphic design services for their clients which includes, but is not limited to, the following:

### A. CONTENT DELIVERY

### B. CONTENT CREATION

### C. LOGO AND/OR FULL CONTENT CREATION

Some services are provided free of charge. Others are billed at \$125.00 per hour. All charges are agreed upon in advance.

## A. CONTENT DELIVERY

### THE CLIENT PROVIDES UAC WITH THE FINAL CONTENT

You, as a client, provide the full content for your advertisement to UAC.

The content has to be created according to UAC's "Content Delivery Guidelines" and "Production Specs" which include the correct size, resolution and file format.

## B. CONTENT CREATION

### UAC ASSEMBLES YOUR ASSETS INTO THE FINAL CONTENT

You, as a client, do not have the fully designed content for your advertisement but know what you want the advertisement to look like and can provide UAC with high resolution photos, your company's logo and corporate colors according to UAC's "Content Creation Guidelines".

UAC includes 2 hours of content creation in every contract. Additional hours are prized at \$125.00 per hour.

## C. LOGO AND/OR FULL CONTENT CREATION

You, as a client, want to advertise but you do not know exactly what your final advertisement should look like and/or you are not be able to provide UAC with high resolution photos, your company's logo and corporate colors according to UAC's "Content Creation Guidelines".

Beyond the included 2 hours of content creation UAC charges \$125.00 per hour. All charges are agreed upon in advance.

## CONTACT

For questions please contact your sales representative or our marketing coordinator:

Iris Krause  
iris@uacworldwide.com



# CONTENT CREATION GUIDELINES

## GENERAL INFORMATION

The quality of the displayed material can never be better than the original material you submit to us. It is essential that the material you provide is of the best possible quality. If we judge a piece of artwork to be substandard for display we will ask you to provide a suitable replacement or to eliminate the image entirely.

To help ensure that your spot appears exactly as you would like it, United Advertising Corporation requires that content is submitted in specific electronic formats.

The following steps will assist in preparing the right material for your ad.

## RESOLUTION REQUIREMENTS

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Digital art renders images as a finite number of dots (called "pixels") per inch. The size at which a piece of digital art can be reproduced is limited to the resolution of that file, measured in pixels per inch, or "ppi."

To ensure your digital art will not be rejected, be sure your files meet our requirements of **23ppi** for wall banners and billboards, **72ppi** for digital media, and **300ppi** for any other print media

In case you do not know how to find the resolution of a file please see our "File types and resolution" guidelines.

## BEFORE SUBMITTING YOUR ART

**DO** make sure to check that the resolution of your files fulfills the requirements of UAC.

**DO** make sure that all files are named clearly to easily identify the content of the file.

**DO NOT** submit digital images in a wrong file format i.e. logos as low resolution JPEG, PowerPoint file, or embedded in a Word Document.

**IF** you have a specific font that should be used: Embed the font.

**IF** you have a specific color that should be used: Submit the RGB color code for digital media or the CMYK color code for print media.

**IF** no previous art exists please sketch your idea of the design and layout on a piece of paper and send it to us.

## ACCEPTABLE FORMATS

### FOR LCD-NETWORK

EPS (Encapsulated PostScript) i.e. Adobe Illustrator  
Universal format for programs.

Make sure to embed all graphics and fonts.

PNG (Portable Network Graphics)

Raster based image that supports lossless data compression.

TIFF (Tagged Image File Format)

Uncompressed Format

GIF (Graphics Interchange Format)

A lossless format for image files that supports both animated and static images.

JPEG A lossy compression for digital images.

BMP A raster graphics image file format, known as bitmap.

### FOR FINAL PRINT

PDF (Portable Document Format)

Make sure to embed all graphics and convert all fonts to outline.

TIFF (Tagged Image File Format)

Uncompressed Format

EPS, JPEG, GIF

### FOR LOGOS

EPS

PDF Make sure that the resolution is set on high.

### FOR PHOTOS

TIFF, JPEG, EPS

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# CONTENT CREATION GUIDELINES

## FILE TYPES AND RESOLUTION

### HOW TO CHECK THE RESOLUTION OF A FILE ON A PC

1. Right-Click on the file – a drop-down menu will appear.
2. Select "Properties" from the menu – a "Properties" dialog box will appear.
3. Click the "Summary" tab at the top of the dialog box.
4. Click "Advanced" button in the Summary window.
5. The Summary will now display the Width and Height of the file in pixels.
6. Using these pixel dimensions, you can now calculate the maximum reproduction size of the file.

### HOW TO CHECK THE RESOLUTION OF A FILE ON A MAC

1. Press "Control" key and click on the file – a drop-down menu will appear.
2. Select "Get Info" from the menu – an "Info" dialog box will appear.
3. The Dimensions of the file will be listed under the "More Info" section of the dialog box.
4. Using these pixel dimensions, you can now calculate the maximum reproduction size of the file.

### HOW TO CALCULATE THE RESOLUTION OF A FILE

Photo Dimensions: 288 x 432 px  
Intention: LCD Screens

$$\text{Display resolution: } \frac{288 \text{ pixels}}{72 \text{ ppi}} \times \frac{432 \text{ pixels}}{72 \text{ ppi}} = 4" \times 6"$$

Photo Dimensions: 1200 x 1800 px  
Intention: Print media (Magazines)

$$\text{Print resolution: } \frac{1200 \text{ pixels}}{300 \text{ ppi}} \times \frac{1800 \text{ pixels}}{300 \text{ ppi}} = 4" \times 6"$$

### IMAGES FROM THE INTERNET

Computer screens only display 72 pixels per inch, so most images on the web are sized accordingly, and are not acceptable for print publication. An image measuring 216 pixels x 360 pixels may appear to be 3" x 5" on your computer screen of 72ppi, but at the 300ppi standard required for print reproduction, the maximum size of the image is only about ¾" x 1".

### GENERAL USAGE OF FILE TYPES

#### FOR WEB

EPS (Encapsulated PostScript) i.e. Adobe Illustrator Universal format for programs.

PNG (Portable Network Graphics)  
Raster based image that supports lossless data compression.

#### FOR PRINT

PDF (Portable Document Format)

JPEG A lossy compression for digital images.

TIFF (Tagged Image File Format)  
Uncompressed Format

EPS

#### FOR LOGOS

EPS or Certified PDF

#### FOR PHOTOS

TIFF, EPS or JPEG

### JPEG

JPEG files compress their data to achieve a smaller, more portable file size. This compression is accomplished by discarding some of the data that comprises the image. Each time a JPEG is opened and re-saved in the JPEG file format, the image deteriorates. If you can, submit EPS or TIFF format. If JPEGs are the only file format available, do not edit or re-save the image before submitting it.

To be on the safe side, never re-save a JPEG file. If you need to re-name a JPEG, right-click on the file and select "Rename" from your menu options.