



*Wide-Format Archival Pigment Inkjet Printing  
Artist Reproductions and Limited Editions*

## **FILE SUBMISSION SUGGESTIONS AND INFORMATION**

We are profiled around ColorMatch RGB. Therefore, your color space for most output should be ColorMatch RGB. Adobe RGB (1998) will give "punchier" colors.

Minimum file size should be 200 ppi at Final Output Size (or 400 ppi at ¼ Final Output Size). We have found higher res files to give somewhat better results; i.e.: 300 ppi at Final Output Size.

If working in PhotoShop with layers, do not flatten your file. We will flatten your file after we inspect it. Strange things have been known to happen to improperly flattened files.

While we can work with files created in Microsoft PowerPoint, please bear in mind that PowerPoint is NOT a page layout program; it is a program designed to create slide shows. PowerPoint has severe limitations when it comes to outputting posters. While we are able to generate posters from PowerPoint files, we MUST receive from you ALL **original** images in order to generate the best output for you. Our experience has shown us that most files generated by PowerPoint will have severe pixelation of any images, and image layering on the slides generally is not optimal. Therefore, any PowerPoint files received will most likely entail extra time on our part to provide optimal output for you. Once we have your files "in-house" we will evaluate them and advise you of any extra time charges needed.

If working in CMYK, use Generic CMYK. Do NOT embed any other profiles.

If accurate color matching is critical, send a reference. We will do our best to come as close as possible. However, as we have no control of your working environment, no guarantees are made or implied. The above prices do NOT include the rework of your file to match colors, etc. If this is necessary, you will be advised and given the opportunity to make the necessary corrections. If you choose to have West Photo Imaging make the necessary corrections, where possible, we will bill you for our time at our rate of \$100.00 per man-hour.

West Photo Imaging has spent thousands on software and instrumentation to ensure an accurately profiled environment. We can only assume that you are at least working with an accurately profiled monitor (and we don't mean the use of the Adobe monitor-balancing program that comes with PhotoShop). If not, your colors on-screen will probably not match ours. If you have "tweaked" your colors for output from your inkjet printer, and are not using an accurately created profile, then your colors will not match ours. Please bear in mind that all printers are different, that

dye-based inks have a different gamut than pigment-based inks, and that even inks from the same manufacturer are different for different models of machines.

West Photo Imaging prints with Ilford Archiva CMYK dye-based inks on an EnCAD NovaJet Pro 36, and with Symphonic Archival Pigment-based inks on a Mimaki JV2-130.

For your convenience, West Photo Imaging archives all jobs to CD. Therefore, you only have to call us to reorder a job.

We provide an approval print for your sign-off, and we will keep this print on file as a reference for future jobs. If you require additional approval prints, or the amount of changes you request requires another approval print, you will be charged at the price of the Setup Fee for each additional approval. If you decide to cancel or delay the final output, the total for all Setup Fees will be assessed, plus any time charges incurred. Call us for details.

Prints made on the EnCAD are imaged at 300 dpi. Prints made on the Mimaki are imaged at either 720 dpi or 1440 dpi, depending on the material used.

Prints made with dye-based inks should be laminated. As these inks are water soluble, they will run if water, coffee, tea, beer, wine, etc., come in contact with the surface. Laminating and mounting services are available for an additional charge.

Paper based prints made with pigment-based inks do not need to be laminated, but if heavy use is anticipated lamination is recommended. Artist papers may be sprayed with a protective finish if you so choose to do it yourself. West Photo Imaging does not offer this service at this time.

Canvas should be coated with a UV protective coating. West Photo Imaging utilizes the finest in coatings, and will coat your canvas for you at a modest additional cost.

Basic pricing for output and finishing services can be found at our website: [www.westphotoimaging.com](http://www.westphotoimaging.com) Please don't hesitate to call or email us for any additional information or suggestions and/or help you may need in the preparation of your files.