

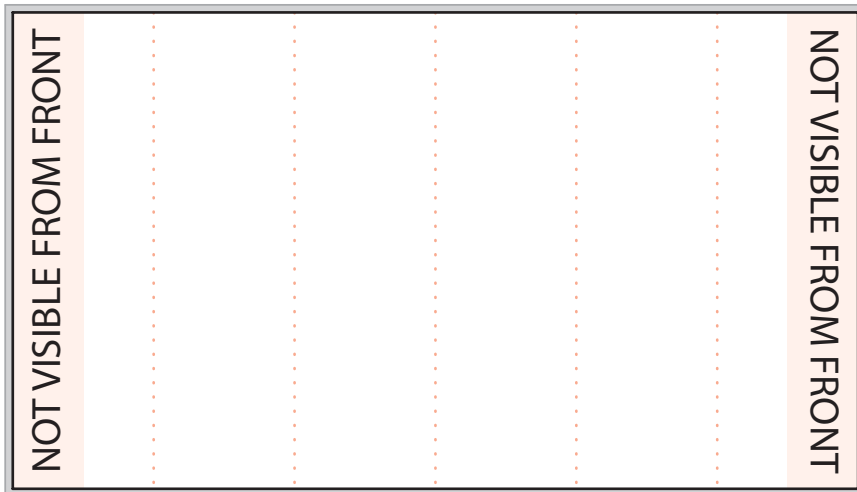
## Artwork Guidelines- Pop Up Display & Replacement Graphics

### 3x4 Pop Up Display (Retail)

All artwork needs to be set up at the correct scaling to the final artwork.

E.g. A Pop Up at 3354mm x 1890mm needs to be set up at

335.4mm x 189mm (Tenth Scale)
838.5mm x 472.5mm (Quarter Scale)
1677mm x 945mm (Half Size)
3354mm x 1890mm (Full Size)



Pop Up display stands will need an external bleed of 20mm at full size. On the diagram to the left this is shown as the grey area. The black line is the artwork size at 3354mm x 1890mm. The dotted lines indicate the panel splits of 559mm.

The ends of a Pop Up Stand will link round to the back of the panel indicated on the diagram showing the areas that will not be visible from looking straight on.

When looking at print resolution, if your file is at tenth scale and viewed at 1000% this will give you the exact view of how it will print. i.e. the actual correct size when magnified. Please note this only applies to image based files where images are 'live', such as Illustrator, Photoshop and high-res PDFs as the image is 'embedded' in the file. With layout files such as Quark and InDesign it is advisable to save as high-res PDFs, then view the PDF at the correct magnification. This rule also applies to all scaling with quarter scale being 400%, half size 200% and full size 100%.

### With all artwork please ensure the following:

All elements are CMYK and not RGB. (Images, logos, etc.)

Black should be submitted as C 0%, M 0%, Y 0%, K 100%

All artwork has fonts/text included (embedded/uploaded) or are outlined in the files.

Images are 300dpi or an acceptable quality for the order.

If sending raw elements please include all files used in the creation of the artwork.

Please ensure PC files are supplied as print ready high-res PDFs with fonts/text outlined.

**Queries or need advice?**  
email us at [artwork@ppdonline.co.uk](mailto:artwork@ppdonline.co.uk)

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