

# SPECIFICATIONS

## FILE FORMAT

Accepted Applications:

**\*\*Preferred format\*\*** Adobe Acrobat – High Quality PDF

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Sorry, we do not accept PowerPoint, Publisher, Excel, Corel Draw, Pages, or Multi-Ad Creator files unless exported as a pdf.

## IMAGE RESOLUTION

Color Images – minimum 300 dpi at 100%

Continuous Tone or Grayscale – minimum 300 dpi

bitmapped tif files – min. 600 dpi / max. 1200 dpi

eps, tif or jpg – no compression

## COLOR

All colors must be in CMYK mode (not RGB), with process separation on. Pantone and TruMatch colors should be converted. DO NOT embed any color profiles.

When using black in large areas or with text over 12pt, please fill with C-30, M-20, Y-20, K-100.

Smaller black text should be C-0, M-0, Y-0, K-100.

### **Due to quality and print issues, we cannot accept the following:**

- Low resolution images (under 300dpi).
- Images from social medi & websites, Please do not send these files.  
Most pictures or graphics from social media and websites are low resolution for quicker loading speeds.
- Images formatted as: PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, PNG, TARGA, IFF, PIXAR, WPX or Metafiles
- Spot, Pantone, TruMatch or RGB color modes.
- Styles applied to type in your application menu

## **AutoCAD Floor Plans – Print-Ready PDF Guide**

This guide explains how to export AutoCAD floor plans so they are ready for professional print and can be placed directly into advertising layouts without modification.

### **1. Drawing Setup (Before Exporting)**

- Use vector linework whenever possible (avoid screenshots or pasted images).
- Ensure text and labels are legible at final print size.
- Use consistent, visible line weights—very thin lines may not print.

### **2. Color Requirements**

- Use print-safe CMYK colors only.
- Black linework and text should be 100% K (black).
- Do not use RGB, Pantone, TruMatch, or embedded color profiles.

### **3. Exporting the PDF from AutoCAD**

- Use the plot option: DWG to PDF.pc3 (or equivalent).
- Set output resolution to 300 DPI or higher.
- Plot at 100% scale with lineweights enabled.
- Do not apply compression or web optimization.

### **4. Final File Requirements**

- File format: High-Quality PDF.
- Any embedded images must be 300 DPI at final size.
- The PDF should remain sharp when zoomed in.

### **5. Please Avoid**

- Low-resolution or screen-quality PDFs.
- Screenshots or web images.
- PowerPoint, Word, Excel, or Publisher files.
- PNG, GIF, or other screen-only formats.