

Digital Format Guidelines & Standard Image Sizes



PHOTOCOPY THIS FORM AND FAX TO **775.882.5210**

or download individual worksheets from www.PEPSIPOP.com/forms

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Artwork **MUST** meet the specifications listed below:

- **FILE FORMAT:** EPS TIFF
- **RESOLUTION** must be 150 dpi to 300 dpi at final trimmed size.
- **COLOR MODE:** RGB CMYK
Color corrected RGB files will give best results.
- **FONTS** must be or converted to outlines or supplied in MAC format.
- **MARGINS & BLEEDS**
Margins = 1/2" for visual window area.
Bleeds = 1/8" all 4 sides.

1 ARTWORK PROVIDED AS

- Uploaded file(s) @ www.pepsipop.com/ftp
- Mailed CD/DVD Disc

2 FILE NAME(S) _____

3 IMAGE SIZE & QUANTITY = _____

Magnetic Lens System Sizes:

- LT16 = 14-7/8"W x 20-7/8"H
for MAG1724L & Dimensional 16" Panels
- LT23 = 21-7/8"W x 20-7/8"H
for MAG2424L & Dimensional 23" Panels

Magnetic Strip System Sizes:

- 2S23M = Magnetic Header, 23"W x 2"H
- 1S23M = Magnetic Strip, 23"W x 1"H
- 2S16M = Magnetic Header, 16"W x 2"H
- 1S16M = Magnetic Strip, 16"W x 1"H

Magnetic Image Sizes for Strip System:

- CUSTOM SIZE = _____ "W x _____ "H
- 1M23 = Magnetic Full, 23"W x 22"H
- 2M23 = Magnetic Half, 23"W x 11-1/2"H
- 3M23 = Magnetic One-Third, 23"W x 7"H
- 4M23 = Magnetic Quarter, 11-1/2"W x 11"H
- 1M16 = Magnetic Full, 16"W x 22"H
- 2M16 = Magnetic Half, 16"W x 11-1/2"H
- 3M16 = Magnetic One-Third, 16"W x 7"H
- 4M16 = Magnetic Quarter, 8"W x 11"H

Indoor Engraved System Image Sizes:

- CUSTOM SIZE = _____ "W x _____ "H
- T1 = Full, 16-3/16"W x 21-7/8"H
- T2 = Half, 16-3/16"W x 11-7/8"H
- T3 = Dual, 16-3/16"W x 10-7/8"H
- T21 = Concave, 23-3/16"W x 24-1/16"H
- T23 = Double Wide, 33-7/8"W x 21-7/8"H

Outdoor Engraved System Image Sizes:

- CUSTOM SIZE = _____ "W x _____ "H
- T5 = Full, 16-3/16"W x 21-3/8"H
- T6 = Special Full, 16-3/16"W x 16-1/16"H
- T7 = Half, 16-3/16"W x 11-3/4"H
- T8 = Special Half, 16-3/16"W x 7-1/4"H
- T9 = Dual, 16-3/16"W x 10-5/8"H
- T10 = Special Dual, 16-3/16"W x 7-15/16"H
- T11 = Preview/Appendage, 16-3/16"W x 9-3/8"H
- T12 = Preview/Appendage Dual, 8-3/16"W x 9-3/8"H

Logo Strips & Headers (Indoor & Outdoor Engraved)

- T4 = Header, 15-15/16"W x 2-1/2"H
- T14 = Graphic Strip-Long, 15-15/16"W x 1-1/8"H
- T15 = Graphic Strip-Short, 12-7/8"W x 1-1/8"H
- T24 = Double Wide Header, 33-3/4"W x 2-1/2"H
- T25 = Double Wide Strip, 33-3/4"W x 1-1/8"H

4 IMAGE TYPE

- illuminated translite - 20 mil translucent styrene
- non-illuminated photo print - 20 mil opaque styrene
- magnetic - 30 mil
- other specify = _____