

MarketKING Preparation Guide

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At MarketKING, we want your first and every experience with us to be a successful one, one that is without extra charges, reprints, and most importantly - surprises! We are here to help you in every way we can to make you successful, and since MarketKING is a "Concept to Completion" company, we work hard to achieve this goal. This document is designed to help you in the preparation of your files for our large-format world. The first part of this document covers the file creation and printing processes, and the second part covers the application and installation of the graphic (if applicable).

Application

Before we take you through the whole process of preparing your files for output, you need to make sure that you understand the application and viewing distance of these graphics you are about to have us output. If these graphics are being used indoors, then just about any product we sell will work. You will also need to consider the life expectancy, viewing application (poster, backlit, floor graphic, banner, wall mural, etc.), and the physical application of this graphic. If this graphic is to be used outside, you have a more limited choice of products. Again, the same questions need to be asked! Before you begin your project it is advisable to discuss your application with a member of the MarketKING staff to make sure the best products are being used for your project.

Size & Scaling

The first and most important step is to determine the size of your final large format graphic. You must know the size of the graphic to proceed with the rest of the steps in this document. Once the size has been determined, you need to decide the scale you will be working in. If your document is less than or equal to 48"x48", you should work in a one-to-one (or actual size) scale; when the document is larger than 48"x48" but smaller than 16'x16', you should consider using a 1/4"=1' scale; and for all graphics that are larger than 16' (higher or longer), you should work with a 1"=1' scale. We recommend that all vehicle graphics be done in a 1/12 scale (one inch = one foot) so a 24' straight truck would be 24" in your document. Keep in mind that if you are using a particular scale you will need to apply this scale to all of the files that make up the graphic. You will also need to indicate this sizing upon giving your file to us for output.

ppi & dpi

When we talk about ppi and dpi what you need to understand is that "dpi" is Dot's Per Inch that refers to the actual output onto the media and/or the ability of the material to accept the color and how much definition will the media accept. When we talk about "ppi" this is Pixels Per Inch and this refers to the actual digital file. A good example is all inkjet, offset, and silkscreen jobs are produced at a "dpi" so when you look at the print under a loop you will see the actual dots of the ink. The standard in the digital industry is to measure dots on a linear inch. So for you to have a 300 dpi print you will have 300 dots of color in one linear inch, and 90,000 dots in a square inch. When you upgrade to a 600 dpi print you now use twice as many dots to produce in the same line as a 300 dpi printer, now you have 600 dots in a linear inch and 360,000 in a square inch. The file size we recommend is 100 ppi at

final size (Vehicle Graphics should be less - see chart “**Recommended Resolution Chart**” on next page), so when we print your 100 ppi file on a 600 dpi printer you will have 6 dots being printed for each linear pixel (36 dots per pixel), this give you a very clean pixel when printed. In most cases you do not get a better-printed file with a higher ppi then 100 **at final size**. You still have 4 dots (Cyan, Magenta, Yellow & Black) being printed to the media to make up the pixel color needed. Where this becomes more difficult to understand is when we have Lambda as the printer. The Lambda images to film with a laser (Red Green & Blue) so as a result your dots are based on the ability of the film to receive an 2 of 8 image. Most film has a grain of 4000 dots in a linear inch so if we send the file to the printer with the 200 ppi driver, each linear inch now uses 20 dots of film to produce the dot (400 per pixel). When we RIP the file for 400 ppi we now have the film using 10 dots per linear pixel (100 per pixel) to produce the color on the media. It is always true that regardless of the file quality, you will always get a better image the higher the dpi of the printer.

Scanning: Resolution

Most files today come to you digitally but in some cases we need to scan images. Keep in mind that the scanning of an image has the same rules as receiving a file digitally.

Scanning is the most difficult part of each job because the images you need to scan can sometimes become very large digitally (hundreds of megabytes) and can be difficult to handle on some computers. The most common types of images are 35mm slides, 2.25" chromes, 4"x5" chromes, 8"x10" chromes, and reflective, or photo, art (sizes vary). The rule you need to remember is that the size of the actual image at final size is what you need to be concerned with, not the actual piece of film. For example: You have a 4"x5" chrome to scan and put on the side of a truck, but the customer wants only a small part of the actual image (only 2"x3"). This means you will need to do your calculations based on the 2"x3" portion of the image, not the entire 4"x5" piece of film. The next rule is that it is not realistic to expect any piece of film to be scanned above 60 times it's size (35mm does not blow up to a truck side without loosing a lot of detail).

Film Scan Chart

Film Size	Ideal Size	Film's Threshold	Beyond Reasonable
35mm (1.25"x1.25")	12"x12"	50"x50"	Anything above 60"
2.25 Chrome (2.25"x2.25")	30"x30"	100"x100"	Anything above 110"
4x5 Chrome (5"x4")	60"x48"	200"x160"	Anything above 260"x208"
8x10 Chrome (8"x10")	96"x120"	320"x400"	Anything above 416"x520"

Recommended Resolution Chart

Graphic Application	MarketKING Product	Input Resolution	Printer Output Resolution
Tent Cards	Lambda/InkJet/Flatbed	100 ppi	400 dpi

8.5"x11" Print	Lambda/InkJet/Flatbed	100 ppi	400 dpi
22"x28" Poster	Lambda/InkJet/Flatbed	100 ppi	200 or 400 dpi
30"x40" Poster	Lambda/InkJet/Flatbed	100 ppi	200 or 400 dpi
48"x96" Display	Lambda/InkJet/Flatbed	100 ppi	200 or 400 dpi
Banner up to 20'x8	Solvent/Flatbed	100 ppi	360 dpi
Banner over 20'x8'	Solvent/Flatbed	25-75ppi	360dpi
Small Vehicle Graphic	Solvent	75-100ppi	360dpi
Large Vehicle Graphic	Solvent	35-75ppi	360dpi
Kings, Queens, Tails	Solvent/Flatbed	50-100ppi	360dpi
Photographic Quality Vinyl	Solvent	100ppi	600dpi
Digital Fabric	Dyesub/Solvent/Flatbed	50-100ppi	400dpi

Colors: CMYK + 4-Color Black

Every digital printing device produces different colors. This is due to various reasons, different processes, inks, RIPs, etc. We are always working on keeping the colors of all of our printers as close to each other as possible. It is important to know that all of our printing devices, except Lambda (see below), print in CMYK. A color-accurate proof should be included with your job if color is critical to match.

If you are using Pantone colors in your job, you need to know that our printers print the 4-color process of the Pantone. If you do not know what the difference is, you should purchase the "Pantone Process Imaging Guide or the Pantone Color Bridge". This guide is necessary for all designers that will be working with 4-color process (for both offset and digital). Our designers will always try to match the actual Pantone color first, and if they cannot find a color close to the Pantone, then they will try to match the 4-color process of the Pantone color. If neither of these colors can be matched, we will choose the best match to your Pantone color. To help insure the success of your graphics, please include your Pantone Number and Pantone Color Chip in your documentation when you submit the job. There is a charge for PMS Color Matching of \$50. Please allow one extra day for MarketKING to match your Pantone colors. A color-accurate proof should be included with your job if color is critical to match.

Our Lambda printing system prints with RGB lasers. If your files are already in RGB mode in PhotoShop, they can remain that way. If you work in CMYK mode in PhotoShop, you do not need to convert the files to RGB, but you need to know that they will be printed in RGB.

If you want the best and richest printing black, please use 4-color black in all your programs. A 4-color black is the combination of all of the CMYK colors. Each printer is a little different but we have found that a combination of Cyan=40%, Magenta=40%, Yellow=40% and Black=100% give a very nice black. Please contact us for an exact setup of your files based on the printer we will use for the job.

Fonts

If you are using a vector-based program (Illustrator), you can convert your font(s) to outlines if you do not want to supply us with the fonts*. All other software requires the fonts for your job to preview and print properly, so please provide us with the Postscript and/or TrueType fonts when giving us your job. It is important to know that different manufacturers of fonts use the same names but the actual fonts can be different.

**Note: If we have to make a "type change" to your file, we won't be able to do so if the fonts are converted to outlines. Please provide the original EPS file or the layered file along with the finished output file.*

Software: Pixel-Based/Bit-Map (PhotoShop)

Pixel-based software is software that uses pixels at a resolution to determine the final image quality and size. To make sure you have a good file you **MUST START WITH THE CORRECT FILE SIZE AND RESOLUTION** before you bring images into the Photoshop. If you do not do this, all the work you do could might need to be redone at a higher resolution. For example: You are designing a vehicle wrap at 1"=1', in this case if you want a file PPI of 100 you need to setup your file at 1200 ppi **BEFORE YOU START**. Plus every file you place should be at full size before you place it – Illustrator logo should be scaled in Illustrator to the full size it will be in Photoshop **BEFORE** you place it in Photoshop.

In all cases, when you silhouette an image in PhotoShop for a clipping path, you must save this as an EPS file, and include the clipping path with a low pixel count. For all other PhotoShop files, please save them as a TIFF format. Do not use JPEG, as this format reduces the quality of the image, and will cause it to image incorrectly or not image at all. Our Lambda will take your CMYK files and convert them to RGB, we recommend you do the RGB conversation in Photoshop as this program does a much better job. If you plan to have all your work printed on the Lambda, you should scan in RGB mode, and keep the files in RGB mode through the complete process.

When MarketKING prints vehicle graphics, we must typically have an extra 2" of image/graphic all around. This allows the installers room to shift the graphics in the event of a body panel part that causes the graphic message to be disrupted (gas tanks, body lines, door handles, etc.). When designing the graphics for a vehicle wrap, you must use the proper vehicle template (we can provide one to you, if necessary), you will need to keep this template on a separate layer from the graphic(s) layer(s). The final files should be sent to us as both a layered file (with bleed included) and a flattened file (turn off your template layer, your mask layer, and any other layer that shouldn't print out). It is a good idea to include the layered file in case we need to make any last minute changes for you.

Software: Vector-Based (Illustrator)

Vector-based software allows you to create images that can scale to any (proportional) size with sharp resolution. With the exception of vehicle graphics, you should try to keep the scale of your vector-based graphics @100%. The mistake that some people make is that they will design a graphic in a page-layout program (Indesign) and used "placed" vector-based files that are too small, then they will scale them in the page-layout program to the size they want, and then will output them even larger. This can sometimes cause small vector-based files to have a "stop sign" effect on round curves of words or shapes. It is best to place this vector-based graphic at a 1-1 ratio in the page-layout program, and then output at the necessary scale.

When designing for vehicle graphics, since our preferred and recommended scale is 1" = 1', all graphics that are used in the vector-based program will need to be the same scale. Sometimes you will have the above-mentioned problem occur, but it is unavoidable when designing for vehicle graphics, since you cannot create the graphics at actual size.

Vector-based files are typically much smaller than Pixel files in size and are fast and easy to work with. The newer versions of vector-based software allow you/the designer to place pixel-based files (PhotoShop) in with the vector graphics. Unfortunately, in addition to making the file very large (in megabytes), it also makes the files more difficult to work with on the output side. Ideally, pixel-based and vector-based graphics should be assembled in a page-layout package such as Indesign. Unless it's unavoidable, we would prefer that you do not place Photoshop files into your vector-based files.

Please note for all Lambda prints please use the Adobe 98 profiles in Adobe Illustrator to insure correct color. It is recommended that you use this profile for all your work so you keep your images consistent.

Software: Page Layout (Indesign)

MarketKING uses Indesign for some of our layout work and we prefer that all final graphics be assembled in Indesign/Illustrator/Photoshop (depending on the job). Note: do not convert your Pantone colors to 4-color process, as the Pantone color will not appear as a swatch in your color palette. If you are creating a graphic that will have a bleed, please over bleed the graphic. This helps give us the extra "color" or "image" we need when mounting/installing the print.

Turn-Around Time

Once you have finished the graphic(s), place all the files and fonts on a removable media (FTP, CD, DVD, email, etc.) and be sure to make sure all of your links are updated. Print out a color comp of the graphic(s), and include any Pantone chips or color numbers, your sizes, quantities, and any special instructions you have, and send them to MarketKING. When your job arrives here, the paperwork will be filled out and will then accompany your job to the Preflight department. If it is determined that your files are setup correctly and we have no problems, your graphic(s) will be "ready-to-ship" in 72 hours*. If we need to do work to your files, we will not start the 72-hour clock until you have approved the work we've done for your job. Any questions please call us and we will help you in any way we can.

*For large print runs, special requests, Fleet graphics, etc., we may require longer than our standard turnaround. Please discuss this with a MarketKING specialist to determine if your job will require extra time. Every job is reviewed on a case-by-case basis.

Saving Your Files

MarketKING will keep all the files for your job for 5 business days. After the 5 days our designers will purge the files from our system. We do a backup of the workstations each night, but we do not guarantee that we can retrieve your files after the 5 days. If you want a copy of your (revised) files please ask and we will burn your files to a CD/DVD and send them to you.

PART II

Mounting

Mounting is the process of attaching a print to a surface. MarketKING uses only the best vinyl's, laminates and adhesives for all of our graphics. We use the top "brand names" in substrates, including: Sintra, Gator, Duraplast, GE Lexan, Foam Core, CoraPlast, DieBond, etc. MarketKING's prints are mounted to these various substrates. In all cases we will recommend the best substrate for the application.

Installation

MarketKING is proud of the fact that we use only the highest quality staffing, technology, and materials to offer to our clients. It only stands to reason that the final addition to our portfolio would be installation. MarketKING uses on the best installers for all jobs. What this means to you is that both 3M and Avery have trained us and established a set of rules for us to follow for all vehicle and wall graphics. Warrantee will not be honored if the following rules are not followed:

1. All vehicles must be cleaned/washed before we can accept them for installation. If the vehicle does not come to us clean we will charge a \$100 (for passenger vehicles and an hourly charge of \$60 per hour for larger vehicles) washing charge per vehicle. We will then wipe down the vehicle with a certified cleaning agent. All graphics should be removed prior to installation (MarketKING charges for removal of old graphics, call for pricing). If the graphics cannot be removed cost effectively, we will remove all parts of the existing graphic that is not cleanly mounted/installed on the vehicle.
2. All vehicles must have a proper paint finish (automotive grade paint, NOT PRIMER). All paint must be clean without rust or corrosion. If the vehicle's finish (body and paint) is not in good condition, all vinyl installed will not be warranted by 3M, Avery or MarketKING.
3. All extra options on the vehicle that inhibit the installation of graphics must be removed by the customer. Examples are: RV awning, ladders, special lights, speakers, roof racks, etc. If we are required to remove these items, there will be a charge of \$100 per hour to remove and reinstall these items. Items that we will remove at no charge are mirrors, reflectors, lights, and small emblems. MarketKING is not responsible for any damage caused due to the removal or reinstallation of these items.
4. 3M and Avery only warrantee vinyl graphics that were properly installed according to specs from these companies. The vinyl must not have been stretched more than 1/2" per foot. This means that 3M and Avery will not warranty vehicles with contours that extend beyond 1/4 of an inch. The following vehicles do not qualify for a warranty when wrapped: VW Bug, Hummer, most passenger and small vehicles. We will install, at your request only, the vinyl on rubber parts of the vehicle (around windows, doors, etc.) but 3M/Avery/MarketKING will not warranty this part of the job.
5. Window Graphics for Vehicles is called W Perf. W Perf is a perforated window film for graphics on the outside and full visibility from inside. Ideal for fleet graphics and glass doors and office windows. Gives the inside a tinted glass effect. Available in #1.5 and #2.0 hole size. #1.5 is ideal for vehicles, and #2.0 is good for buildings. In all cases WPerf is the best window graphics you can have on your glass because the vision is very clear, the color of the graphics is the best, and the window film will not peel off or fail. The only draw back to this product is that when it rains the holes fill with water and make it very difficult to see out of the glass. In most places in the USA it only rains about 5% of the time so the fact

that 5% of the time your vision will be poor, is in most cases worth the fact that the film will last much longer and give you a perfect vision when it is not raining. This product is so good we offer a full 2 year warranty on this film. If the rain is a concern to you and you feel that the vehicle will be safer for your driving then you should consider the W Perf L which is the same film but over laminated. The view is not as good because when you look through the adhesive the view is a little bit cloudy, but your vision will be better when it rains. The warranty for W Perf L is only 1 year and you should expect some peeling and lifting from this over laminated graphic.

6. All diamond plate and surfaces like diamond plate will not be covered. Mirrors are not covered or warranted. Vinyl is not installed on cylindrical items on the vehicle (pipe assemblies like roll bars, brush guards, etc.). The law prohibits us from installing graphics on the front windshield, driver's window or passenger's front window. Wheel graphics are not warranted.

7. MarketKING offers a vehicle measurement program. For an on-site vehicle measurement, a charge of \$75 is applied for each site (not limited to quantity of vehicles). When you place your order with MarketKING, the charges that were applied for this vehicle measurement will be credited back on that jobs' invoice. We strongly recommend that all vehicles be measured by a MarketKING employee to insure that graphics are designed properly to fit the form of the vehicle. If the vehicle is not available for us to measure, MarketKING cannot guarantee the graphics (images) to fit properly.

8. Installation - When we install graphics on a vehicle we use a felt squeegee or a soft pad on the squeegee to prevent scratching the laminate film. Even with these preventative steps we take it is still possible to end up with small scratches in the over laminate, these fine scratches do not affect the film or the warranty. Along with the squeegee we use sharp blades to cut the film on the vehicle, all areas where there is body panels seams or areas where the vinyl could lift due to hard lines in the body or connections points, we cut the vinyl at these points. Some times the knife can cause small lines in the paint finish of the vehicle and when the film is removed the lines can be seen. This is accepted as an industry standard way of installing graphics and needs to be understood by the owner of the vehicle. MarketKING and the manufactures of the vinyl (3M, Avery, etc.) does not cover this damage under their warranty.

9. Turnaround time is based on the availability of our installers, plus bay time. The average time from date of final approval is 5 days (2 days to produce the vinyl graphics, 2 days for the installation of the graphics, and 1 day for the vinyl to cure on the vehicle). When MarketKING's Bay is being used for the install, a charge of \$150 per day (\$150 each vehicle when more than one day is required by our installers to finish the job) will be added to the invoice for that vehicle. A prep charge of \$95 is applied to all installs that have a total install price of less than \$300 per vehicle. All graphics installations are based on the number of sq. ft. being installed. We have a minimum of \$300 for all on-site installations, plus travel time billed at \$75 per hour. For all jobs that are priced by the sq. ft., if MarketKING's installers are forced to stop installing due to no fault of the installers, a charge of \$100 per hour will be added to the job. A minimum charge of \$95 will be added to the bill for all vehicles that are not cleaned (washed) before installation.

10. Wall graphics must have a wall that has been painted with an oil, enamel, or acrylic based paint for all outdoor applications. For interior applications, latex paint is not recommended but if the wall is painted with latex we will install the graphics but the warranty if reduced to 3 months on the installation. All surfaces must have been painted

properly and be clean and free from any debris. MarketKING reserves the right to refuse to install graphics on any surface we do not feel meets with our standards and could in effect void a warranty by 3M, Avery, or MarketKING.

11. Vinyl Removal - When we remove vinyl from a wall or vehicle we use a heat process to soften up the vinyl that helps make it easier to remove. In some cases the vinyl removes paint from the wall or vehicle because the paint was not properly applied to the surface. MarketKING is not responsible for any damage to the vehicle due to vinyl being removed. If the surface that has the vinyl on it is damaged, the surface must be repainted before new graphics can be applied. New paint requires 5 days to cure, so if you feel your vehicle could be a problem with the removal of the paint, then you could choose to install the new graphics over top the old. Vehicle design and layout is based on our "Concept and Design" rate of \$150 per hour. We have templates for most vehicles, and we can offer you a template of your vehicle for \$100 each. This charge is refunded once the order is placed with MarketKING.

Reasonable & Unreasonable Expectations from your Vehicle Graphics

MarketKING has been installing vehicle graphics for over 3 years and we have installed both short- and long-term vinyl on most types of vehicles. Our experience has been extensive, and from this experience we have developed a set of guidelines for what you should and should not expect from your vehicle graphics and our installation team.

In all cases the vinyl we install on your vehicle is put on with a flat 4" squeegee and is applied by hand. We clean your vehicle with all the correct and approved chemicals and remove all objects we can to make the installation as successful as possible. Once this is completed, we then tape the graphic panels to the vehicle to make sure they will line up on the vehicle as they were designed. The rule for installation is to install the graphics on the sides of the vehicle first, then the front, the back, and finally, the roof. We always install the side panels starting from the back of the vehicle and move towards the front. When we install the back, we try to make a clean transition from the graphics on the sides to the back, but this could be a hard line between these two graphics if the bodylines of the vehicle are not in favorable places. The same is true of the front of the vehicle and the roof. On passenger vehicles, in almost all cases it is next to impossible to line up the sides with the back graphics and the side with the front graphics. A compound curve is a part of the vehicle that has two surfaces going in two different directions; all compound curves require us to stretch the vinyl or piece in the vinyl to cover these areas. This can sometimes cause problems with the graphics. To prevent these problems, it is advisable to use a generic graphic background in these areas. Some vehicles have body indents (i.e., Hummers) and since we cannot stretch the vinyl more than 1/4", we are forced to cut the vinyl and cover only the areas that are viewed from a straight-on view of the vehicle. Areas around door handles, mirrors, door locks, wiper motors, antenna, roof racks, etc. are very difficult to make look perfect, it is common to have small wrinkles in these areas and in some cases we cut the vinyl around these areas and piece in extra vinyl to cover the extra body areas that the vinyl could not cover.

You can expect that the vinyl could have small wrinkles and bubbles and minor imperfections. You need to understand that this is not paint. If you expect a perfect vehicle graphic that is flawless, than an airbrush paint job is the best way to proceed. You can expect to pay 4 to 10 times the price for this "permanent" graphic. This is not a service that

MarketKING offers. We always do our best to make your vehicle graphics look as good as possible, and we stand behind our work. Our rule is that if the vehicle looks great from 6 feet away, this is considered to be a successful wrap. If you have any problem with your vehicle graphics, you need to contact MarketKING immediately so we can fix the problem. Letting the problem go could cause the problem to get worse and possibly not fixable.

We have a Vehicle Prep Guide and a Care and Maintenance Guide that we will provide you with so you are clear as to what we are going to do to your vehicle and what you need to do to maintain your wrap.

Our goal is to provide you with the most accurate information, best products, and excellent service - Plain and Simple!

Please note that this document is updated on a regular basis, so please check with us for an update. If you have questions about any of the products or services we offer, please do not hesitate to contact us at one of the numbers below.

888.THE.KING (843.5464) • (978) .840.4200