

**All important info
must stay within the
Safe Area.**

**Background color/design
should fill full graphic
size.**

Maximizer

Size: 13.25" W x 8.5" H

Safe Area: 12.5" W x 7.75" H

IRP GRAPHIC REQUIREMENTS

SUBMITTING YOUR ART

GUIDELINES FOR SUPPLYING YOUR CUSTOM ARTWORK

To make customizing your IRP units easier, here are our artwork guidelines and requirements. For more control over your setup, templates for individual units are available upon request.

Please contact your sales representative or IRP customer service with any questions regarding this process.

IRP UNITS & CARTS

ACCEPTED FILE TYPES

- .PDF (high-res) , .AI, .EPS, .PSD

FILE RESOLUTION

- High res files only. Artwork files must be built at 300dpi at half size or 150dpi at full size.

BLEED

- Artwork sent in using templates must contain .25" bleed.

IMPORTANT NOTES

- Layered artwork is **required**. Do not send flattened files.
- Art files submitted as RGB will be converted to CMYK. Conversion may result in color shifting.
- Web resolution artwork or .GIF images will not be accepted.
- All fonts must be outlined or sent with artwork.
- Keep logos and taglines within the safety area. Background should extend to cut-size (see individual templates.)
- Please specify in advance if particular PMS colors are required or if colors need to be matched to an existing print.

SUBMITTING FILES

- Files may be sent through dropbox, hightail, wetransfer or external link.



LOOKING FOR TEMPLATES?

Contact your IRP Sales Representative today!

