

PRINT ONLY TURNAROUND TIME:

4 Business Days (technical review within 2 business days)

RUSH Service: 2 Business Days (technical review within 1 business day);

ADD \$125 to Poster Price for RUSH Service

**FOR YOUR REFERENCE: Please carefully review these guidelines as they are meant to ensure your poster will print as intended from Powerpoint.**

***Recommended Guidelines for Preparing Large Format Posters from Powerpoint***

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Thank you for your recent enquiry about using our PRINT ONLY service. Scifor is unique in its PRINT ONLY service, as we are one of very few on-line service bureaus that accept Powerpoint files for printing large-format posters due to the problematic nature of Powerpoint jobs.

What follows are some Powerpoint guidelines to help you properly prepare your files for output. Feel free to pass these tips along to your colleagues as they begin to prepare their slide(s) for wide-format printing:

1. Powerpoint's colors are based on the RGB color model (Red-Green-Blue) which is the way color is displayed on TV, Computer and Video monitors (known as "transmitted color"). RGB CANNOT be reproduced exactly in the printing world. Printing colors use the CMYK color model (Cyan-Magenta-Yellow-Black and is known as "reflective color"), which has a limited color gamut (or "color range"). It can only simulate RGB colors, but CAN NEVER REPRODUCE THEM EXACTLY. So, expectations for color matching must be adjusted accordingly.
2. Powerpoint files are typically low-resolution, since they are meant for monitor display at 72 ppi ("pixels per inch") or for RGB transparency output (i.e. "slides"). If you want better quality resolution, make sure that photographic images are scanned and saved at least at 150 dpi ("dots per inch") before embedding them in your Powerpoint document (use of a digital imaging program like Adobe Photoshop or Aldus Photostyler is required; some scanners package limited edition copies of this software or their own proprietary scanning software). We recommend 150 dpi as the minimum resolution needed for viewing distances of 4' to 8'. Image resolution, however, should NEVER exceed 300 dpi, which is suitable for viewing distances of less than a foot away.
3. Text and Image boxes SHOULD NEVER overlap the slide edge or exist outside the boundary of the slide entirely (i.e. in the pasteboard area). This is not advisable since text and/or images can be "cut off" at the edges when sent to print because of the plotter's non-printing area. In addition, FULL BLEED color backgrounds from Powerpoint templates, besides being unable to faithfully reproduce the color per the first comment above, cannot print full bleed because of the "gripper edge" (where the paper is pulled through by the plotter). Therefore, a non-printing margin around the poster, or "white" border, is inevitable. This may also cause an off-center alignment of your Powerpoint poster, since there will be a greater margin on one side than the other (this is because Powerpoint can only interpret your layout for output to slides, not for printing to a large-format plotter). If you request it, Scifor can trim your poster to center the layout within the paper width and/or height; however, please note there is a \$25 trim charge for this service.
4. Powerpoint is primarily a presentation program (meant for on-screen display or output to slides). The fact that we can print slides in large format is only due to the fact that we have created work-arounds to the limitations of Powerpoint. It is advisable that, **depending on what version of Powerpoint you own**, you set up your slide's "page setup" to be either HALF THE SIZE OF YOUR FINISHED POSTER, or at FULL SIZE. In this way we can ensure proper enlargement to the requested poster size because the page set-up is PROPORTIONATE to the OUTPUT. If you set up your slide with a page set-up of 45" x 21" we will reproduce it at 200% to a

90 x 42". Or, alternately, if you can set it up to be at actual size of 90x42, we will print at 100% (preferred).

5. Any embedded graphs, such as those brought in from Excel, must be "ungrouped" when the file is saved (i.e. select chart or graph, right mouse click in Windows, choose GROUPING-->UNGROUP or, if Macintosh, select from the tool palette and choose the "Group-->Ungroup" command, ). This will break the link or path to the source data, but is necessary when preparing the files for the service bureau. Only do this when you are ABSOLUTELY SURE there will be NO FURTHER CHANGES to your graph data; otherwise, the chart will not be automatically updated if you decide to change your chart. Powerpoint and Excel, although both Microsoft products, do not tend to work well together for reasons beyond the scope of this email. This also applies to MS Word tables, which, when embedded as a Microsoft Word Object, can have unpredictable results when printed, such as incorrect letter spacing or font substitutions. It is recommended, whenever possible, to create the text and/or table using Powerpoint's text tools. This is especially important with imported charts with vertical Y-axis labels, since imported vertical axis will sometimes not print at all. NOTE: Please **UNGROUP** your imported charts and graphs and **CHECK** their positioning in the layout (e.g. ESPECIALLY legends text and lines). This will save time and added expense.

6. Finally, use STANDARD FONTS wherever and whenever possible, or provide the service bureau with any esoteric fonts. **UNAUTHORIZED FONTS:** please DO NOT USE "TIMES NEW ROMAN", "CG TIMES", "SYSTEM" or "ARIAL UNICODE" fonts, as these are SCREEN fonts and tend to be problematic for printing. (TIMES is okay, however, if you wish to have a serif face. Alternately, for a sans-serif face, we recommend TrueType ARIAL for Windows users and standard Postscript HELVETICA for Macintosh users). REPLACE ANY "ARIAL UNICODE" FONTS WITH "ARIAL" ONLY. REPLACE "TIMES NEW ROMAN" or "CG TIMES" FONTS WITH TrueType "TIMES" ONLY.

If Scifor is required to correct your PRINT ONLY job, for whatever reason, there is a minimum labor charge of \$20.00 and a labor rate of \$20 per quarter hour. Therefore, take special care when preparing your files so as to eliminate or reduce extra costs.

We do not have any specific template (there are just too many different poster sizes and formats) but if you follow the above guidelines, **especially comment #4 for poster size**, you should do fine and your poster will sail through the wide-format plotter without a hitch!

Hope this helps! Any questions, please feel free to call or email.

Thank you for your business and referrals. We look forward to being of service.

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