

Poster Requirements

Paper: Our max sheet size is 19"x25" with a 1/2" border on all four sides (this isn't written in stone, I can judge from art what I need for border), NO BLEEDS.

Our normal paper stock is 100lb. cover in white or natural. Other paper is available but will cost more. Just tell us what you want and we'll go from there.

Art & Film: Include a low-res jpeg of final art when placing order. This way I can better assist you in getting your poster to press.

All art should have trap. 4pt trap would be best. If registration is critical, registration marks should be included. Print sequence should also be included.

Halftones should be no smaller than 60 line, although in some cases it can be finer.

Poster should include "printed by Clone Press" with "design by" credit line. It is best for printing quality that the credit line not be a reversal. If the reversal is necessary, it should not be script or serif type. Use something bold and no smaller than 10pt. It will look better!

We need film separations in tif format in black & white at 100%. Files need not be bigger than 300dpi. I'm more than happy to help folks with any questions they have with getting art to film but any poster that I have to make print ready will incur extra cost.

Ink Colors: Although PMS colors are actually an offset printing color matching formula, we can match PMS colors reasonably close. PMS choices should be UNCOATED. Fluorescents don't print well in water-based! I can do them in some cases, it depends on the art.

PMS Metallics are not available. We have a standard silver and gold and that's it.

Let us know of any questions you may have.

Thanks, Clone Press 206.295.4166