

File Transfers:

Files can be provided several ways:
Files can be uploaded to our FTP server by logging on to: Host name ftp://ftp.normalcommunications.com or sbs.normalcommunications.com
User name: client
Password: marketing or files can sent on a CD or DVD.
Send art on CD or DVD to:
Normal Communications | Mediascape Marketing
Attention: Jason Taylor
189 North Water Street, Rochester, NY, 14604

We can accept the following types of files; InDesign, psd, eps, tiff, pdf

SWF or JPEG high resolution stills (for FIDS Display Animations). Please include the file extensions, fonts (if not converted to outlines) and attached images.

Artwork should be delivered as follows:

On CD, DVD, or uploaded to our server via FTP if the zipped file is less than 50MB (contact our production department for instructions).

Your file should contain the final files for production as well as all supporting fonts. Photos should be in place in the final file. If this is not possible, they should be sized and fully prepared for placement. When supplying Photoshop composites or Flash Animations, send the original file in layers in case minor modifications are needed. If using bleeds please include tick marks to indicate viewable area.

For Logos:

Vector art in EPS or Illustrator format is preferred.

For Photos to Scan:

High-resolution digital images are preferred. If not available photographic images can be provided for scanning.

Print Resolution:

Minimum resolution is 100 DPI at 100%. If you are working at 50%, then 200 DPI, and at 25% then 400 DPI. You cannot stretch an image to fit this required DPI.

For Production:

If you are doing your own production, we recommend you use Roland Waterfast Backlit or a comparable material for Diorama and the Hotel/Motel Boards. For the Backlit Kiosk we recommend 15mil translucent styrene and 4mil Busmark with 3mil laminate or comparable. For the Backlit Colorama (top) please print on 8mil Universal Contact Backlit Film w/ 3mil Pressure Sensitive Lamination (both sides), on the bottom part use 3mil Low Melt Lamination (both sides).

All artwork MUST be submitted to the Growth Marketing Group one (1) week prior to sending to pre-print for approval by the appropriate transit authorities. Installation can not be completed until the transit authority's final approval has been granted. If you have any questions please contact our production department at: (585) 262-6030.