



# NON DIGITAL MEDIA

## PRODUCTION GUIDELINES AND SPECIFICATIONS

### TRADITIONAL MEDIA

#### ➤ Production

- Media: a CD with two (2) colored print outs
- File formats:
  - Adobe Illustrator
- Resolution: 300 DPI minimum in RGB color mode
- Scale: 1:1 (Refer to Media Specifications)

#### ➤ Terms and Conditions:

- Trans AD will provide production services for the non digital media products. The production costs are net, invoiced separately, and payment is due prior contract beginning date.
- Trans AD reserves the right to approve or disapprove creatives. Please send via email ([vanessa@transad-pr.com](mailto:vanessa@transad-pr.com)) in **adobe illustrator format** the final creative for our approval.
- Client must email both the production proposal signed and the proof approval in order to proceed with the printing procedures. Printed proofs, mailing and delivery services are available and have additional charges.
- Printing and installation procedures have a two (2) weeks lead-time approximately

#### ➤ FTP Site:

- This site is available. For additional information please contact our *Graphic Department* at 787.766.2610 x 204 or email us ([vanessa@transad-pr.com](mailto:vanessa@transad-pr.com)).
- When requested, please send us via FedEx or UPS services a CD with two (2) colored copies of the final creative.