



Introduction to Britten Online

About Our Templates & Ratios

Britten Online offers templates for you to place your original artwork into in order to create a print file of your artwork. Our templates are based on ratios. You will set up and place your original artwork into a specific ratio template on our site. For example:

A 3 ft h x 3 ft w banner is a 1:1 ratio

A 8 ft h x 4 ft w banner is a vertical 1:2 ratio.

(We have horizontal and vertical templates to choose from. See vertical and horizontal ratios pages)

If your final banner size doesn't fit a specific template size offered, please choose a template as close to the size you need. Then, when checking out, type in the COMMENTS box at step 2 of the process, what final size need. One of our artists will revise your art file to the correct size, and revise your invoice. Then we will send you a jpg proof before production.

About Our Art Set Up

See Art Requirements for more specific information.

During artwork set up, things to remember:

Artwork set up depends on how the final banner will be fabricated.

For a basic banner with hems and metal eyelets (or grommets) you will need to keep all text, messages and relevant design inside an 1" from the sides inside your artwork, to avoid the hems.

If the banner will have pole pockets, remember to keep your text and main information at least 2.5" from either end to avoid the pole pockets being sewn through it.

Since your art file will go directly to print, we do not ask for any bleeds, registration or crop marks. There is no prepress step in our online system. Our online system adds the additional fabrication area to the artwork based on what you choose checking out.

If these are not removed from your art, your final art will include them as part of the artwork. If this is the case, you will notice the artwork looks too small in the preview image offered during the purchasing process, indicating extra unneeded information.

Use the COMMENTS box at Step 2 of check out to type any messages to us. If you have specific PMS colors to give us, or need a special size revision ... We will always contact you if you have a specific request that requires our attention.

Call one of our Banner Advisors to receive a more detailed art requirements pdf.

1.800.522.9416



You are creating a **print ready file**. Please take a moment to review before beginning your art file layout as our large format art requirements are a bit different. Incorrect set up will effect upload ability. Your final art file, if set up using these directions, will be emailable as well as upload-ready for our website.

Art Requirements for Britten Online

- You are creating a **FINAL ART FILE FOR PRINT**. It is important to remember there is **no pre-press process** with our Britten Online ordering system.
- NO bleed, registration or crop marks are needed.** Create your art at exact size you want the banner.
- Final art needs to be 10% size saved as a JPG or TIF at 500 dpi or an EPS file with a TIF preview. This might seem too small but our printer interpolates the file at full size at 400dpi so it is perfect for large format printing)

Remember to convert your Feet to Inches! Determine your art file size based on your final banner size in inches.

For example, if you need a 3' h x 6' w banner, at 100% (in inches), the sizes would be: 36" h x 72" w.
Setting art up at 10% (in inches), the size of the art file will be 3.6" h x 7.2" w for your banner, exactly. See examples to right.

Follow these **5** simple instructions and you will have a **PERFECT** print file for uploading to our site.

Setting up original final artwork to save as an EPS file: (Vector art is preferred for crisp text)

- Start your art file by creating a cmyk document at **10% size of your banner** in any vector art drawing program. Make sure **no** information is placed outside of this artboard area. Viewing document in outline form will help to see these elements. Do not use a clipping path to define the art size. If you have information outside the art area, you can raster just those elements, crop to size in a photo program, and place in the document as a flattened file at 500dpi.
- Place and Embed any images** into this document at 10% size as 500 dpi TIF files.
- After all text inside art has been typed, **create outlines of the text** to make the text paths. No fonts should be associated. Expand any appearances in text or artwork and raster all effects, such as dropshadows, etc. to flatten.
- Always choose a PMS color for us to match if the color is specific (logos, etc.)
We print on 4/C digital printers but we can match color to a PMS mix. **All black mixes must be c80 m72 y68 k100.** Save in cmyk color mode.
- Save your final file as**
 - an eps file with a TIFF preview, fonts outlined, photos embedded at 500 dpi; or
 - a high resolution jpg by exporting at 500 dpi.
Do not try to resave any file as an EPS or JPG if it wasn't created as one, *the important issue is how the art is created, not saved.*

Naming your files:

When deciding the **name of your file**, choose something easy to identify with the campaign: (ie. RealEstateRear.eps or InsuranceSide.jpg)
Do not use the words 'banner', 'text' or 'logo'. Do not use numbers, underscores or hyphens in the name. Keep name under 22 characters long (this includes the '.jpg' or '.eps' extension).

Setting up original final artwork in photo program to save as flattened TIF or JPG:

- Make sure to start a new cmyk file at 10% at 500 dpi. Place all photos into this, but do not stretch images larger than what it is when first placed. The size it is when placed is as large as it should go at 500 dpi.
- Create the file in cmyk mode making sure all black is set to our rich black mix: c50 m45 y35 k100.
- Save as jpeg file. Look at the image at 100% to see how the image will look printed, make sure it is not jagged or pixilated.

Examples

Example 1 : Horizontal

3' h x 6' w banner
At 100% = 36" h x 72" w
3.6" h x 7.2" w
500 dpi

10% Art Setup: 3.6" h x 7.2" w @500 dpi

Example 2 : Vertical

8' h x 4' w banner
At 100% = 96" h x 48" w
9.6" h x 4.8" w

10% Art Setup: 7.2" h x 12" w @500 dpi

Please call or email us if you have any questions!

1.800.522.9416

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You can also go to **Preparing and Using Your Images** link on our site:
<http://onlinebanners.brittenbanners.com/images-guide> for more information.

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Comments Box @ Step 2 of the Check Out Process

If you have any trouble finding the correct ratio template to use to upload your artwork and place your order, find the closest size you can. Order the banner by placing your template with the artwork into your shopping cart. Go to the checkout. On step 2, where you choose your shipping method, there is a **Comments** box you can use to type us any message you need! This flags your order for review by us. We will get back to you as soon as possible with a response and revised artwork or invoice.

Upload print ready art to your account & Order!

Go to <http://onlinebanners.brittenbanners.com/account>

Create a User Name and Password and log into your account

*If only uploading & ordering artwork for 1 banner, you don't need an account!
Simply go directly to Upload Templates to upload your artwork to place into a template.*

Step 1

UPLOAD YOUR ART! When logged in to your account

Choose **Upload Templates** from the top menu,
Choose **Manage Your Images** link at the left of the page.

Choose **I'm ready to upload my image** link

Browse to select your print ready art file from your personal computer and select it.

Check **I Accept the Terms and Conditions** box.

Click on **Upload This Image**.

(Upload may take a while, depending on the file size as well as the internet connection that you are using to upload.)

Your image will **preview** on your Manage Your Images page. *Preview image is very small proof, not actual print file.*

Choose **Upload Image** at the top of the page, to upload more than one art file.

Otherwise, choose **Continue Shopping** to return to the Home Page.

Step 2

PLACE YOUR ORDER! Artwork already uploaded to your account

Choose **Upload Templates** from the top menu,
Choose **Your Image Fills Entire Banner** category.

Choose the template that fits the size you need from the list that matches your banner size. *See templates sizes on our art requirements downloadable pdf.*

Next to Image, there is a drop-down menu.

You will see your art files uploaded listed there.

Choose the art file in your account that you want to order.

Keep Placement Fit, click **Show Me**.

You will see the first image in the preview field. *Preview image is very small proof, not actual print file.*

Choose Next Step to select size. *Jpg or Tif resolution will only allow up to specific size.*

Choose Next Step to select material option.

Choose Next Step to **Review your Banner**.

Click **Buy It** to place the banner into your shopping cart.

Continue Shopping to repeat this process for more items.

Or choose **Check Out** to complete your order with your credit card.

Have a unique banner size? Use the **COMMENTS** box to let us know!

Place your order using the closest size you can. When checking out you can type any messages regarding design changes, revisions to size, or any special notes regarding your order in the **COMMENTS** box at step 2 of the check out process as you are choosing your **Shipping Method** *(Remember that our UPS Ground Shipping is FREE with your order!)*

This note will flag an Online Banner Advisor and we will revise your order as needed, send you a proof of the artwork via email and a revised invoice once you approve it!

Call one of our Banner Advisors to get your UN and PW or if you have any questions at

1.800.522.9416

1:1 2'x2' 9'x9'
3'x3' 10'x10'
4'x4' 11'x11'
5'x5' 12'x12'
6'x6' 15'x15'
7'x7' 16'x16'
8'x8'

1:2 2'x4' 6'x12' 12'x24'
2'6"x5' 7'x14' 13'x26'
3'x6' 8'x16' 14'x28'
3'6"x7' 9'x18' 15'x30'
4'x8' 10'x20'
5'x10' 11'x22'

1:3 1'x3' 4'6" x 13'6"
2'x6' 5'x15'
3'x9' 6.75' x 20.25'
4'x12'

1:4 1'x4' 4.5'x18' 7'x28' 11'x44'
2'x8' 5'x20' 8'x32'
3'x12' 6'x24' 9'x36'
4'x16' 6.75'x27' 10'x40'

1:5 1'x5' 2'x10' 4'x20' 5'x25'
1'6"x7'6" 3'x15' 4'6"x22'6" 6'x30'

1:10 1'x10' 2'x20' 3'x30'
1'6"x15' 2'6"x25' 3'6"x35'

2:3 1'x1'6" 7'x10'6"
2'x3' 8'x12'
3'x4'6" 9'x13'6"
4'x6' 10'x15'
5'x7'6" 11'x16'6"
6'x9' 12'x18'

2:5 1'x2'6" 5'x12'6"
2'x5' 6'x15'
3'x7'6" 8'x20'
4'x10'

3:4 2'x2'8"
3'x4'
4'6"x6'
5'4.8"x7'2.4"
6'x8'
6'9"x9'
15'x20'

3:5 3'x5' 12'x20'
4.5'x7.5' 15'x25'
6'x10' 18'x30'
6'9"x11'3" 21'x35'
9'x15' 24'x40'
10'2.4"x17' 27'x45'

3:7 1' x 2'4"
2'x4'8"
2.51'x5.83'
3'x7'

3:8 1'x2'8" 4'x10'8"
1'6"x4' 5'x13'4"
2'x5'4" 6'x16'
2'6"x6'8" 7'x18'8"
3'x8' 8'x21'4"
3'6"x9'4"

3:10 1'9.6"x6' 4'6"x15' 12'x40'
2'4.8"x8' 6'x20' 13'6"x45'
3'x10' 7'6"x25'
3'7.2"x12' 9'x30'
4'2"x14' 10'6"x35'

5:7 2'6"x3'6"
3'x4'2.4"
5'x7'
7'x9'9.6"
7'6"x10'6"
10'x14'
12'6"x17'6"
15'x21'

Vertical Ratios

1:1 2' x 2' 9' x 9'
3' x 3' 10' x 10'
4' x 4' 11' x 11'
5' x 5' 12' x 12'
6' x 6' 15' x 15'
7' x 7' 16' x 16'
8' x 8'

1:2 2' x 1'
4' x 2'
5' x 2'6"
6' x 3'
7' x 3'6"
8' x 4'
10' x 5'
12' x 6'
14' x 7'
16' x 8'
18' x 9'
20' x 10'
22' x 11'
24' x 12'
26' x 13'
28' x 14'
30' x 15'

1:3
3' x 1'
6' x 2'
9' x 3'
12' x 4'
15' x 5'
13.5' x 4.5'
20.25' x 6.75'

1:4
4' x 1'
8' x 2'
12' x 3'
16' x 4'
18' x 4.5'
20' x 5'
24' x 6'
27' x 6.75'
28' x 7'
32' x 8'
36' x 9'
40' x 10'
44' x 11'

1:10 (1:0)
10' x 1'
15' x 1'6"
20' x 2'
25' x 2'6"
30' x 3'
35' x 3'6"

1:5
5' x 1'
7'6" x 1'6"
10' x 2'
15' x 3'
20' x 4'
22'6" x 4'6"
25' x 5'
30' x 6'

2:3 1'6" x 1'
3' x 2'
4'6" x 3'
6' x 4'
7'6" x 5'
9' x 6'
10'6" x 7'
12' x 8'
13'6" x 9'
15' x 10'
16.5' x 11'
18' x 12'

2:5
2'6" x 1'
5' x 2'
7'6" x 3'
10' x 4'
12'6" x 5'
15' x 6'

3:4 2'8" x 2'
4' x 3'
6' x 4'6"
7'2.4" x 5'4.8"
8' x 6'
9' x 6'9"
20' x 15'

3:8
2'8" x 1'
4' x 1'6"
5'4" x 2'
6'8" x 2'6"
8' x 3'
9'4" x 3'6"
10'8" x 4'
13'4" x 5'
16' x 6'
18'8" x 7'
21'4" x 8'

3:10 (3:1)
6' x 1'9.6"
8' x 2'4.8"
10' x 3'
12' x 3'7.2"
14' x 4'2.4"
15' x 4'6"
20' x 6'
25' x 7'6"
30' x 9'
35' x 10'6"
40' x 12'
45' x 13'6"

3:5 5' x 3'
7'6" x 4'6"
11'3" x 6'9"
17' x 10'2.4"
10' x 6'
15' x 9'
20' x 12'
25' x 15'
30' x 18'
35' x 21'
40' x 24'
45' x 27'

3:7 2'4" x 1'
4'8" x 2'
5.83' x 2.51'
7' x 3'

5:7
3'6" x 2'6"
4'2.4" x 3'
7' x 5'
9'9.6" x 7'
10'6" x 7'6"
14' x 10'
17'6" x 12'6"
21' x 15'