

Column Banners in the MU Student Center

16 locations for large vinyl banners are operated by the Unions for event posting. Banners will be approved that are a call to action or advertise a service or event. Generic organizational advertisements are not allowed.

- 1) Design your advertisement (student organizations are highly encouraged to work with the Student Design Center located in the Center for Student Involvement, 2nd floor, MU Student Center).
 - a. File Types: PDF, EPS, AI, PSD, TIFF
 - b. Artwork should be created in Adobe Photoshop or Illustrator, CS4 or sooner. When using any other program, artwork **MUST** be saved as a PDF or EPS.
 - c. Images should be Embedded or linked. Include all linked files.
 - d. Fonts should be converted to Curves/Outlines
 - e. Minimum resolution of 100 dpi at 100% (actual print size)
Recommended resolution of 150 – 300 dpi
 - f. CMYK. PMS colors should be specified in-file as CMYK swatches, no Spot Colors
Specify PMS #s for color matching purposes only
 - g. File Size: Under 500 MB
 - h. Please provide files with useful, descriptive names. When providing artwork for jobs with multiple different printed pieces, please place each piece in a separate file and name each file clearly.
 - i. Printing Services will charge **ADDITIONAL HANDLING FEES** for the following:
 - i. Incorrect dimensions
 - ii. Color matching requested but colors not specified in file
 - iii. Changes/Adjustments requested
 - iv. Changed Artwork File Submitted after proof
 - v. Missing Fonts
 - vi. Low resolution
 - vii. Individual files over 500 MB
 - j. Banner Size: 36" w x 120" h
 - k. Bleed: 1" all around
 - l. Final trim size: 36" w x 122" h*

*Additional 1" at top and bottom of banner is for banner bars at top and bottom. Material will be folded ½" at top and bottom for double thickness of banner to be inserted into banner bars.

- 2) All banners must be printed through MU Printing Services. There will be a charge of **\$1** for each banner. MoCode/PSaccount numbers are required at the time of order.
 - a. Go to the Printing Services Web site ps.missouri.edu.
 - b. Click on the third tab at the top called Submit a Digiprint job.
 - c. Click on GO after the first paragraph beginning with 'I want to submit a job...'
 - d. Click on the Large Format link

- e. You will need to register here with your email and a password
- f. You are now ready to fill in the order information for your banner.
 - i. Give your banner a title
 - ii. Date Due: Please allow at least 7 business days. Indicate under special instructions the specific date you need and the time if needed before 3:30 p.m. **If it is less than 7 business days you will be charged a \$90 rush fee.**
 - iii. Your banner size should be length of 122" and width of 36"
 - iv. Material: 13 oz white vinyl, no grommets
 - v. Mounting: none
 - vi. Laminating: none
 - vii. Copy Center: Maguire
 - viii. Proof: A digital proof will be sent to your email with a copy also sent to Student Services for confirmation of appropriate content.
- g. **Billing and Delivery:** Choose charge type of MoCode/PS Account and fill in your numbers.
- h. Delivery: Please put Student Center Information Desk, main floor MU Student Center as delivery address.
- i. **Upload Files:** Be sure to check the 'All files approved for printing' check box by the red arrow.
- j. **Special Instructions:** Include any additional information concerning your files.
- k. If you have any difficulties with the online order, please call Kelli Embry at 882-5948.

Requirements for Approval: sponsor name must be posted on the banner (**student organizations & university departments only**). Banners must be appropriate for display in a public environment at the discretion of the Unions staff.

The banner will be hung and removed by a member of the Unions staff. A total of one banner may be reserved by a recognized student organization or university department. Special permission may be granted for the use of additional banners or extended periods of time by Unions Administration.

Banners will be available for pick up after the reservation is complete at the Student Center Information Desk.