

**What's the process?** You create the poster file and we print it. PC or Macintosh files are welcome. You can use Powerpoint or a drawing or layout program, such as Freehand or Quark. You should **NOT** use Word, it does not allow printable large format setups. Occasionally an art poster is made in Photoshop; in this case bring us a tif file.

**If you use an application we don't have,** Adobe Illustrator, for example, you will have to save the poster file in a format we can print, such as pdf. Please visit our website, <http://www.urmc.rochester.edu/graphics/> and click on Poster Creation. You'll need to make the pdf file with the driver for the HP Designjet poster printer (link on website) so the setup includes the right paper size and magnification.

**Setup pointers:** In most applications, there will be a maximum canvas size. You can make your poster at 100% up to that size, but larger posters will have to be set up 'to scale'. For example, a common size is 3 by 6 feet, or 36 by 72 inches. Your setup size will be 18 by 36 inches. We will print at 200% and you will have a 3 by 6 foot poster. Please leave one half inch margin around your poster contents to allow for the printers' delete borders. Type is measured in points; you want your banner text to be at least 1 inch high, which is 72 points. Headers and the body of your text should be readable from a few feet back. 18 to 24 points is a good range. Use the procedure of Insert/picture or object/from file rather than copy/paste to bring charts and images into the poster. Images brought in by using copy/paste will only be the screen resolution of 72 dots per inch. Please note that jpegs can be a problem because of variable compression (some don't print), so we ask that you insert tif files or jpegs without compression.

### Should I choose glossy or matte paper?

Both are high quality papers with water based inks. Both will last far longer than the length of a scientific meeting; the difference becomes obvious if you display them for months. Inks on the matte paper begin to fade. The glare of lights at a convention might also affect your choice. Finally, matte posters dry almost immediately, while glossy posters need time to air dry.

*So:* **Matte** for short term color fastness, absence of glare and faster turnaround  
**Glossy** for longer color fastness and slightly more photo-looking images

### Getting files to us:

Walk it down to us – on a mac or pc formatted cd or thumb drive. **G-7230**

Drop the file off via WEB CRD [instructions on website]

Email to: [medcentergraphics@urmc.rochester.edu](mailto:medcentergraphics@urmc.rochester.edu) (we are on the Global list)

**Printers.** We have two Hewlett-Packard DesignJet Z5200ps large format poster printers. They both print on matte and glossy paper. The chart below shows the sizes available.

### Options, prices and time turnarounds:

#### Posters:

proofs	24 hours	first one is free
matte 36"	24 hours	\$6.00 per square foot
glossy 36"	48 hours	\$6.00 per square foot
matte 42"	48 hours	\$6.00 per square foot
glossy 42"	72 hours	\$6.00 per square foot

#### Tubes:

36"	\$3.50
42"	\$4.50