

# Vinyl Banners

for Indoor or Outdoor use

- Durable 13 oz. matte-finish Scrim Vinyl banner material
- Grommets included (rope, suction cup clips, ceiling clips available for purchase)
- Can be hung horizontally or vertically based on your design
- Outdoor image quality life expectancy up to 3 years

★ See section titled 'Materials' for more information.

2'x4'



3'x6'



3'x8'



4'x10'



4'x12'



Pricing for sizes up to...

2x4

3x6

3x8

4x10

4x12

Indoor/Outdoor banner

10.37

31.12

41.49

51.87

62.24

Print dimensions outside these standard sizes will be priced at the next highest price point. Pricing as of Sept. 2016. Subject to change.



# Poster-sized prints

available on a variety of materials

Satin-finish Paper  
Gloss-finish Paper  
Canvas  
Backlit film

Wallpaper (temporary adhesive vinyl)  
Permanent Adhesive Vinyl  
See-thru window film (temporary adhesive)  
Rough wall/Floor graphics

★ See 'Materials' section for more information.

48"x60"

36"x48"

24"x36"

18"x24"



Pricing for sizes up to...

	18x24	24x36	36x48	48x60
Satin Paper	7.86	10.47	15.71	26.19
Gloss Paper	8.65	11.54	17.31	28.84
Canvas	18.18	24.24	36.36	60.59
Backlit	N/A	16.60	24.90	N/A
Wallpaper	13.76	17.15	25.73	42.88
Perm. Vinyl	9.30	12.40	18.60	30.99
1-way Window film	N/A	26.21	39.32	65.53
Rough Wall Vinyl	55.71	74.28	111.42	185.70
Non-slip Floor Vinyl	68.23	90.98	136.47	227.45

Print dimensions outside these standard sizes will be charged at the next highest price point.

Pricing as of Sept. 2016. Subject to change.



# Designing for Large Format

## Viewing Distance is Key

Consider what the likely viewing distance will be for your project. Will it be 1-2 feet away such as a poster on a wall, or will it be 20-25 feet or farther away such as a banner on a fence? The viewing distance not only dictates how large you should make any text in your design, but also impacts the necessary resolution of any images in your design. If the viewing distance is farther away, you can get by with using lower-resolution images. But if your viewers will be up close, you need to make sure you use only high-resolution images. See the 'DPI' section below.

## Vector vs. Raster

There are two types of digital graphics files – vector and raster. Vector images are made of hundreds of thousands of tiny lines and curves (or paths) to create an image. Raster images are composed of pixels. Vector graphics can be greatly enlarged without any loss of clarity or color quality. Raster images, however, lose clarity and color quality substantially as they are enlarged. The greater the enlargement, the more the image quality suffers. Whenever possible, vector graphics are preferred for use in large-format printing projects.

Examples of Vector Graphics:

Any text created in layout programs (Word, Publisher, InDesign, Illustrator, etc.)

Shapes/lines/etc. created in layout programs (Word, Publisher, InDesign, Illustrator, etc.)

Note: Vector versions of all BV school logos are available from Printing Services upon request

Examples of Raster Graphics:

**ALL** photographs

**ALL** designs created in Photoshop (Photoshop is a raster program - even text created in Photoshop will be rasterized)

**MOST** images/designs/clipart that you download from the internet (if it doesn't specify Vector, it's not)

## DPI

DPI (dots per inch) is the measure of an image's resolution, or print quality. The easy rule is 'the higher the better'. The **minimum** resolution for professional photographers and high-quality printing is 300 dpi **at the printed dimensions**. This is an important aspect to remember, as the more you enlarge an image for printing, the lower the dpi becomes. For example, if you enlarge a 8"x10" digital photograph with a dpi of 300 to a printed size of 24"x30" (a proportional enlargement of 300%), the printed result will be at a quality of only 100 dpi. 100 dpi on a banner viewed from 15-20 feet away will look fine to most people, but viewed up close it will appear 'cloudy' or 'fuzzy'.

**Note: Most images downloaded from the internet are likely to be only 72 dpi at a small dimensional print size. Enlarging these types of images will NOT result in high-quality printing.**

**Note:** If you are unsure as to whether or not your photographs can be enlarged & printed at a high-quality, please contact Printing Services before you begin your design and we will be happy to offer our advice.

**Note:** Sample prints illustrating Vector vs. Raster, and good vs. bad DPI are available to view in the Printing Services office (Monday - Friday, 7:30 AM - 4:30 PM) located on the District Office campus. Please call 913.239.4028 for directions.

# Enlarging ‘in proportion’

Whenever possible within the page size limitations of your design software, you should design your project on a page size that matches the preferred final dimensions of the printed piece. For example, if you want a 24"x36" poster, you should design on a 24"x36" page size in your software. However, if your software will not allow a large page size for your design work, your file should be designed on a page size in proportion to the preferred dimensions of your finished piece. For example, if your preferred final dimensions for your piece are 24"x36", then use a page size of 12"x18", or 6"x9". If your file is designed proportionally in this way, then enlarging the file can be done without any distortion of the image by stretching and/or compressing.

If you are unable to design the file in proportion, you can expect different proportional dimensions for your final piece than you might have wanted. For example, an 8.5"x11" file **can not** be proportionally enlarged to the standard poster-sized print dimensions (see chart below).

Page Size	Expected Dimensions	Actual Proportional Dimensions
8.5x11	18x24	18x23.3
	24x36	24x31
	36x48	36x46.5
	48x60	48x62.12

# Materials

Printed samples are available to view in the Printing Services office (Monday - Friday, 7:30 AM - 4:30 PM) located on the District Office campus. Please call 913.239.4028 for directions.

## Vinyl Banner

- 13 ounce scrim vinyl for indoor or outdoor use
- Matte finish
- Fire retardant, meets NFPA 701
- Maximum short-edge dimension of 52"

## Satin-finish Paper

- 6 mil weight
- Bright white
- Maximum short-edge dimension of 54"

## Gloss-finish Paper

- 8 mil weight
- Bright white
- Heavy poster weight paper
- High scratch resistance
- Maximum short-edge dimension of 54"

## Canvas

- 15 mil
- Matte canvas
- Acid free, poly/cotton blend
- Fade & water resistant
- Maximum short-edge dimension of 54"

## **Backlit Film**

Indoor Backlit Signs

5 mil

Matte finish

Waterproof, scratch & fade resistant

24"x36" and 36"x48" LED backlit frames available for purchase (\$150.00 and \$200.00 respectively)

## **Wallpaper**

6mil

Matte, white vinyl

Removable, repositionable w/o residue

1 year adhesive life

For smooth walls only

Maximum short-edge dimension of 54"

## **Permanent Adhesive Vinyl**

3.4 mil

Gloss, white vinyl

5 year adhesive life

Suitable for application to sign substrates

Maximum short-edge dimension of 54"

## **See-Thru Window Film**

6 mil

65/35 perforation allows 1-way sight (inside to outside)

1 year adhesive life

Clear, pressure sensitive adhesive

NOT suitable for vehicle windows

Building Administrator approval required

Maximum short-edge dimension of 54"

## **Rough Wall Graphics**

Rugged aluminum foil based material

Can be applied to cinder block, brick, stucco, and textured walls

Indoor/Outdoor use

Acrylic pressure-sensitive adhesive

Recyclable material

Maximum short-edge dimension of 53"

## **Floor Graphics**

Rugged aluminum foil based material

Anti-slip texture for wet or dry environments

Can be applied to concrete, asphalt, tile, masonry, etc.

Indoor/Outdoor use

Acrylic pressure-sensitive adhesive

Recyclable material

Maximum short-edge dimension of 53"

***NOTE: Printing Services does not offer installation services for any products. We can offer advice for self-installation and/or contact information for professional installation contractors. Printing Services is not responsible for products damaged during the installation process.***



# Terms & Conditions

All information as of 09/2016 - subject to change.

Printing Services has added large-format printing capabilities as an auxiliary service for our customers. Due to the significant labor required to produce these products, District Administration has mandated that large-format production can not in any way nor at any time interfere with the production of core curriculum classroom-use materials. To that end, we are offering large-format products with the following production restrictions:

## Turnaround Time Expecations

The large-format production day will be Wednesday of each full week during the school year (***See 'Schedule Exception' note below***). Orders including final print-ready, high-resolution PDF files must be submitted by 3 PM on the Tuesday preceding a Wednesday production day. Orders will be queued on a first-come, first-served basis, and there is a possibility that your order will NOT be completed on the production Wednesday if a large number of orders precede it in the production queue.

***Remember: Plan & prepare your project with plenty of lead time.  
Allow for 1-2 weeks of production time before you need your large-format piece.***



***Schedule Exception:*** Large-format production will **NOT** be performed during the peak curriculum/classroom-use production months of August and May. Please plan your projects accordingly.

## Finishing Information

Vinyl banners will be grommited on the top and bottom edges. Grommited edges are folded & taped for extra strength. We will not cut wind slits in vinyl banners as research shows the process is largely ineffective in pressure relief, and also weakens the structural integrity of the banner material. Zip ties are a popular method of hanging banners from fences or stakes, but we also have rope (\$0.10/ft), suction cup hooks (\$0.60/ea.), and ceiling grid clips (\$0.50/ea.) available for purchase.

NO lamination - The Latex ink used in our large-format printer does not require lamination for outdoor image endurance. Printing Services does not offer any lamination services.

Straight-line trimming only - we do not have equipment to cut shapes (or around images) from our materials. Finished pieces will be square or rectangular only.

Canvas prints - we do not have the equipment or materials to frame any canvas prints. We can offer advice and suggestions if you'd like to do it yourself or contact a local contractor.

We can mount some prints on foam board (max. size of 48"x60") or plastic yard signs (18"x24" only, with stakes), however there will be cost increases & time added to the turnaround period. Mounting prints is labor-intensive, and any order for more than 1 mounted piece may be significantly delayed or rejected based on workload levels in the shop. Please contact us in the advance planning stage of any mounted print project. Plastic yard sign pricing is \$4.35 each plus print costs. Foam board pricing is \$10.12 per linear foot (1 linear foot is equal to 12"x48") plus print costs. Printing Services will not replace free of charge any mounted pieces due to minor imperfections caused by the mounting process (i.e. small bubbles and/or wrinkles).

***Printing Services does not offer installation services for any products. Installation of the self-adhesive wall/window/floor materials can be difficult. We can offer advice for self-installation and/or contact information for professional installation contractors. Printing Services is not responsible for products damaged during the installation process.***

## **Other Information**

**Permission to order Large Format Printing** - Please follow your individual building's/department's policy in regards to any needed approval for ordering from Printing Services.

**Pick-up only** - Due to the large size and fragile nature of some of these products, we will not ship them out to the buildings via the normal RDC daily mail route. These products will be available for pick-up from the Printing Services office only.

**Copyright Laws** - reproduction of any copyrighted works (including photographs from a professional photographer) is prohibited by federal law. If your project contains any copyright-protected images or content, you must provide the written release form from the copyright holder or your project will be rejected.

**Proofs** - Due to the high cost of large format prints, Printing Services will not provide free proofs before printing your order. We will analyze your PDF file before printing and alert you if there are any concerns with resolution, layout, etc.

**Volume Discounts** - all pricing is 'per piece' and we do not offer any discounts for multiple pieces.

**PDFs Only** - Save your design file as a PDF using the 'High Quality Print' setting. Printing Services only accepts PDF files for order submissions.

## **How to Order**

You may email the order info & PDF file to [lcoffman@bluevalleyk12.org](mailto:lcoffman@bluevalleyk12.org), or bring a USB thumb drive into the Printing Services office @ 7500 W. 149th Terrace, OP KS. Please call ahead at 913.239.4028 before submitting your order in person. Large format print ordering is not currently available on our website.

When you're ready to submit your Large Format print order, be sure to submit the following information along with your PDF file:

1. Name & daytime phone #
2. Your school/department and Account quick key if different than default
3. Software used to create the layout (this helps us diagnose problems & recommend solutions for any print-quality issues)
4. Product (i.e. outdoor banner, backlit poster, etc.)
5. Product finished size (i.e. 24x36 inches, 3x8 feet, etc.)
6. Material (i.e. vinyl banner, gloss paper, window film, etc.)
7. Quantity
8. Accessories needed (i.e. 10 feet of rope, 4 suction cups, foam board mounted, etc.)