

Creative Services Presentation Poster Guidelines

Always check with the organization sponsoring your event for specific poster guidelines.

Submit poster files for printing to:
posters@creighton.edu

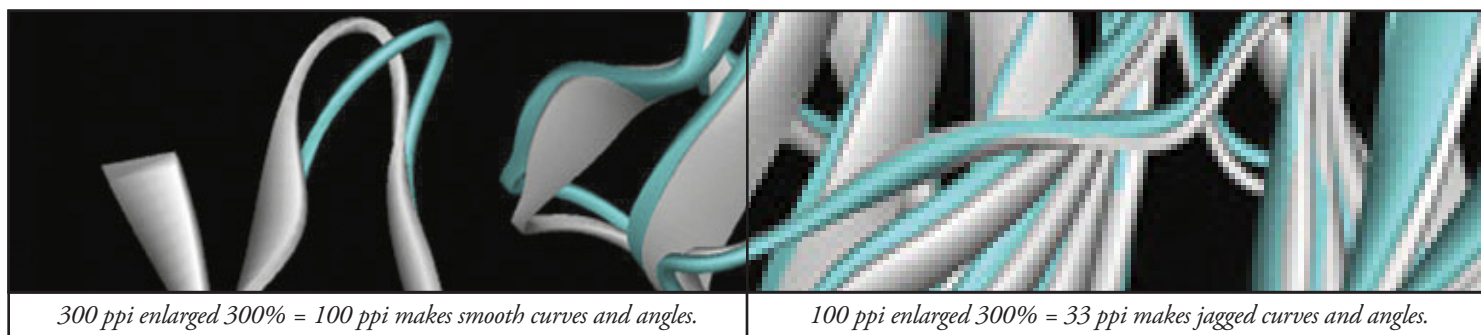
- File Submissions:** Submit your poster file to **posters@creighton.edu** for printing on Creative Services' large-format printer. When submitting your file, please include the following information:
 - Your contact information – name, department you are representing, phone/cell/pager number and email address.
 - Your due date. ***Creative Services requires at least 24 hours (7:30 a.m. – 5:00 p.m., Monday – Friday) to complete all poster printing jobs. During peak production times, up to 48 hours may be required to complete a poster project.***
 - Indicate who is paying for the poster – you, your department, or a grant. If a department or grant is paying, include the department or grant fund and organization numbers for billing purposes. If you are paying, Creative Services can only accept cash or checks as forms of payment from individuals.
 - Computer program used to create the poster file. If you know which version of the program was used, include that information as well (i.e. PowerPoint 2007).
- Corrections/Changes to Poster Files:** Creative Services' policies on poster file corrections and changes:
 - ***Creative Services will not make any changes or corrections to any poster files. Creative Service's equipment cannot be used to make revisions.***
 - All files submitted for printing should be "Printer Ready." This means, all proof reading must be done and approvals received **before** the file is submitted to Creative Services for printing.
 - We understand that research information can change quickly and that emergencies can arise. If it suddenly becomes necessary to make a change or correction to your poster file, notify Creative Services immediately so we can put the job on hold. It will be **your** responsibility to make the changes and submit a new poster file for printing.
 - If Creative Services discovers a problem while preparing your file to print, we will put the project on hold and contact you to let you know a change is needed.
 - If Creative Services is notified that a change is needed after your poster has been printed, you will be charged for each printed poster.
 - If your poster must be reprinted due to Creative Services' error, you will not be charged for the reprint.
 - Although not required, Creative Services strongly recommends that you approve a tabloid-size laser proof of your poster which has been printed from our computers. This proof will give you an accurate preview of how your poster will look when it is finally printed. Even though your poster may look "okay" when printed from your computer to your printer, many variables can cause the poster to print incorrectly. If there is a printing problem and you refused to view a laser proof, you will be charged for each printed poster, if you request a reprint.
- Available Hardware & Software:** Creative Services has both Macintosh® and Windows® PCs. We are able to print files that are created using any of the following applications:
 - Microsoft® PowerPoint® 2003, 2007 and 2008 (Macintosh)
 - Microsoft® Word® 2003, 2007 and 2008 (Macintosh)
 - Microsoft® Publisher® 2003 and 2007 (Publisher® is not available for Macintosh computers)
 - QuarkXPress® 8.0 or earlier
 - Adobe® InDesign® CS3 or earlier
 - PDF files – Most of the applications listed above are able to generate a PDF file. Submitting a PDF of your poster to Creative Services will ensure that the file will print the same on our printer as it does on yours.

4. **Poster Sizes and Pricing:** Poster sizes vary depending on the guidelines set by the organization sponsoring your event. Creative Services has no way of knowing the size requirements for your poster. If you are not sure what size your poster should be, contact your event sponsor for the correct poster size. Creative Services charges \$4.50 per square foot for a poster print. We also include a \$15.00 processing fee per file to cover the time needed for printing setup and to trim off excess paper after the poster is printed. Our printer's maximum imaging area is 42" x 1,200". Typical poster sizes and prices (includes processing fee):

- 36" x 24"... \$42.00
- 36" x 48"... \$69.00
- 36" x 60"... \$82.50
- 42" x 54"... \$86.00
- 42" x 84"... \$125.25
- 36" x 42"... \$62.25
- 36" x 54"... \$75.75
- 42" x 42"... \$70.25
- 42" x 60"... \$93.75
- 42" x 96"... \$141.00

Whenever possible, create your poster file as close to the final size as possible. In most applications, the document size is changed in the Page Setup window (File > Page Setup...). Contact Creative Services if you are not sure how to change the document size in the program you are using. If you cannot create your poster to size, create it at half size. We will enlarge the file 200% when we print it to produce the larger poster size.

5. **Artwork/Photos:** Artwork and photos used in your poster should be original work. If you use material from a third party, make sure you have permission to use the material before sending your file to Creative Services. The image resolution for all artwork and photos should be at least 100 pixels per inch (ppi) after it is placed and sized in your poster file. If the image resolution is less than 100 ppi, the artwork and photos could appear jagged in your poster. For example: A 4" x 6" photo that is 300 ppi can be enlarged 300% to achieve a 12" x 18" photo at 100 ppi. A 4" x 6", 100 ppi photo that is enlarged 300% will achieve a 12" x 18" photo that is only 33 ppi. This image will appear very jagged (see example below). Contact Creative Services at 402-280-5140 if you need assistance calculating the maximum size your photos can print.



6. **Creighton University & Creighton University Medical Center Logos:** The only official location to download the Creighton University and Creighton University Medical Center logos is from <http://logo.creighton.edu>. The logo is available with several different school and department ID lines and in a variety of file formats for use on both Macintosh® and Windows® computers. Carefully read the download instructions before downloading the logo files. Once downloaded, be sure to read the "Using Your Logo" PDF so you will be familiar with the usage guidelines for the logos. Contact Creative Services at 402-280-5140 if you have trouble downloading the logo files.

8. **Creighton University Seal:** *The Creighton University Seal should never be used on a presentation poster.* The seal is only to be used by Creighton University for official documents such as contracts, diplomas, transcripts, etc. If you use the Creighton Seal in your poster, Creative Services will put your poster project on hold. We will contact you to let you know that the Seal needs to be removed or replaced by the Creighton University logo. Once you make the change, we will resume printing your poster.



7. **Questions:** If you have any questions about these instructions, contact Creative Services at 402-280-5140. We are here to serve you.

