



## Popup Guidelines

We prefer that all Popup artwork is done at **QUARTER** size.

The graphic is printed in drops that are then attached to the Popup with magnetic strip.

Your Popup system will be specified as one, two, three or four drop system, endcaps add two additional drops, *for example a 3 drop system you 5 drops in total.*

The drop widths are given in the table below.

Banner Style	Single Drop	Artwork Size	Notes
Endcap	673 x 2225	168.25 x 556.25	<sup>1</sup> Standard endcap width for all Popup styles
Curved	673 x 2225	168.25 x 556.25	For a Popup that curves TOWARDS you
Straight	733 x 2225	183.25 x 556.25	<sup>2</sup> For a straight Popup
Outer Curve	807 x 2225	201.75 x 556.25	<sup>2</sup> For a Popup that curves AWAY from you

Notes - **All dimensions given presume the artwork is done at 25% (quarter size).**

- 1 - The endcap is the curved panel at either end that wraps from the front to the back of the Popup. It is a standard width for all the Popup systems. As the graphic bends away from the viewer any information on the outer edge will appear around the back of the Popup.
- 2 - The endcaps are 168.25mm wide on a Straight and Outer Curve Popup.

Scans - 400dpi images should be used for optimum print quality.  
600dpi images can be used when the picture includes fine detail.  
300dpi images can be used for large backgrounds that will be seen from a distance, but will suffer a loss of print quality.  
Remember if you enlarge a picture its effective resolution will be lowered.

Templates are available from our website for all popup styles.