

## **18" x 24"** **Merchandise Board**

### **Total Graphic Area:**

18" x 24"

### **Total Visual Area:**

18" x 24" (with full bleed)

16.5" x 22.5" (with no bleed)

### **General Art Guidelines:**

- CMYK Color Mode
- All Solid Coated Pantone Colors should be called out in the art as spot colors
- Embed all images and support files
- Resolution must be 100-120 ppi
- All fonts must be created to Outlines
- Do not scale artboard
- Background color/images must bleed to the edge of the artboard
- Do not use spot colors from template in your artwork as they will not print