



18a - 20 Heathcoat Street, Lace Market, Nottingham NG1 3AA  
Call: 0115 941 8123 Email: [alison@instaprint.co.uk](mailto:alison@instaprint.co.uk)  
[www.instaprint.co.uk](http://www.instaprint.co.uk)

## Banner printing resolution guide

Resolution of file

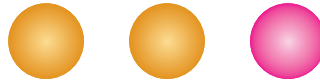
Size of artwork

100% 50% 25%

72 dpi



150dpi



300dpi



400dpi



600dpi



This guide has been developed to help you choose the best resolution and size to produce your artwork for a banner. Sometimes the file can get too large for processing and doesn't really make a difference to the quality on the other hand if the file is too low resolution it may not produce well at actual size. As banners tend to be very large to avoid large files and resolution issues we strongly recommend creating a vector file. If you have any concerns or would like advice please call us on: 0115 941 8123



File may be too large for processing



Best quality



Acceptable quality



Poor quality