

CAMPAIGN OUTDOOR (2/2)

MEDIA TYPE	SUBSTRATE & PRINT SPECIFICATIONS
Consumer Ads Landscape	Frontlit Blockout Flexface 1600mm x 3090mm incl. 30mm pocket all round
Tactical Display Units TDU	Frontlit Blockout Flexface Material size: 2000mm x 1400mm Visual size: 1740mm x 1120mm Bleed size: 1825mm x 1205mm
Store Facia Landscape	Frontlit Blockout Flex 1860mm x 5970mm incl. 30mm pocket all round
Super Store Facia Landscape	Frontlit Blockout Flex 2740mm x 5730mm incl. 30mm pocket all round
Township Primelites	Backlit Flex Print size: 3010mm x 5935mm incl. 30mm pocket all round. Visual size: 2735mm x 5625mm

Repro Specifications:

Scans must be full colour CMYK, approx A3 at 300dpi not less than 180mb.

File Formats : Adobe Photoshop - ver3, 4, 5.5, CS3, Freehand - 8, 9, 10, 11, MX, Adobe Illustrator - 8, Corel Draw - 13, Indesign - CS3.

Convert all type to paths. Cromalin/Iris proof for colour matching purposes. May use Pantone references for spot colours, CMYK % values are not acceptable, due to differences in pigment hues from printer to printer. Bleed background to material size.

NOTES: If a document contains any scanned or raster images, supply these as separate Photoshop "tif" or "eps" files. No links should be embedded on document. Ensure document is "CMYK" not "RGB". All text must be converted to curves. Bleed must be added all round in final made up document. If no bleed is added, the file must be supplied in a layered format. All artwork must be set up to a minimum of 10% of the final size. DPI of scans should be a minimum of 300dpi and 10% of final size