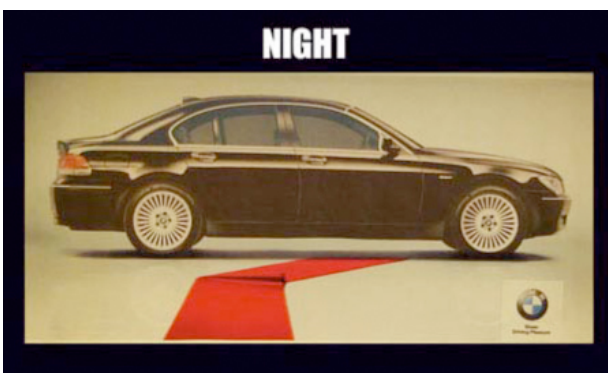
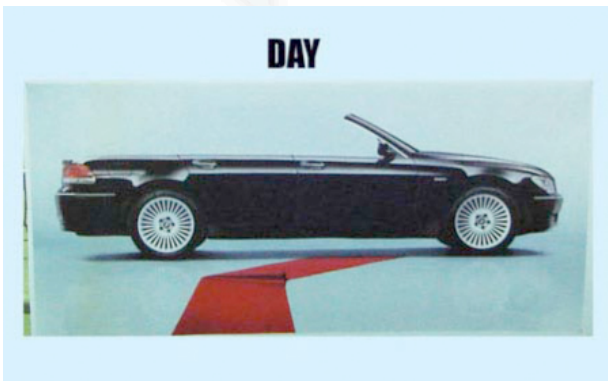


DAY/NIGHT ARTWORK

MEDIA TYPE	SUBSTRATE & PRINT SPECIFICATIONS
Internally illuminated structures only	Backlit Rigiflex and backlit flex Material size: Dependent on structure Visual size: Dependent on structure Bleed size: Dependent on structure



Creative Guidelines

Day artwork needs to be light or have light areas through which the dark artwork for night time can be seen.

Night creative needs to be dark or have dark areas which can 'shine' through the day-time creative .

Artwork should be sent to our production department for a feasibility check. Send the day and night jggs at the same size and resolution (max 500kb) to the email addresses at the bottom of the page.

Final artwork must be supplied at 10% of full size at 300dpi (or higher resolution).

Final artwork must be supplied as a layered file ie. psd or tiff with layers.

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 test 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