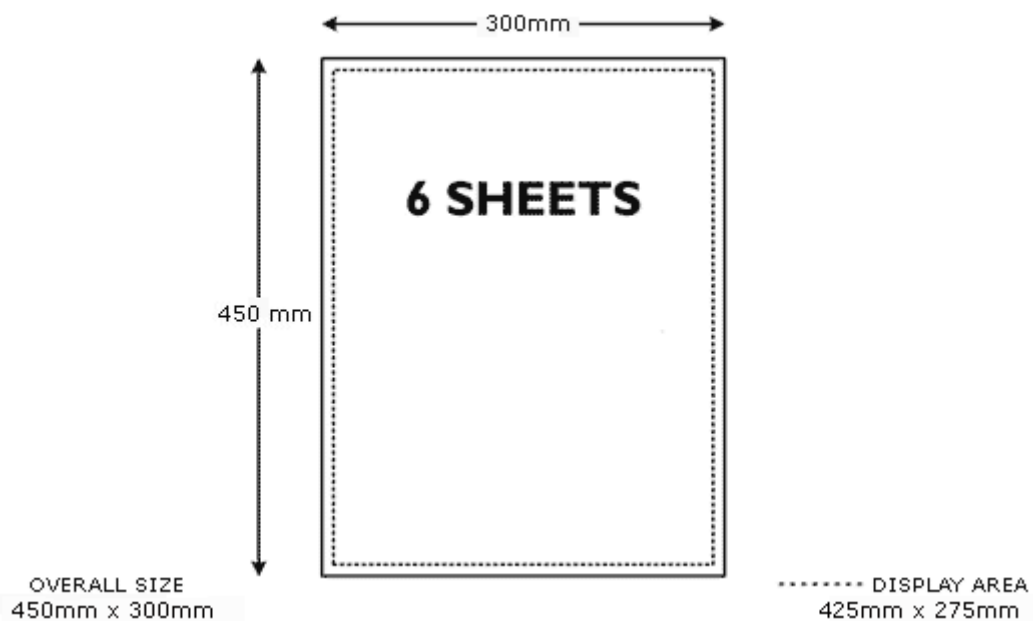


## 6 Sheet Art Specification



### SIZING

Artworks must be created to the size shown in the line drawing above.

### DISPLAY AREA

For all site types that are fixed into frames, the specification will give the Overall Size and the Display Area. Please keep all important text and images within the Display Area but feel free to bleed the background colours/images up to the Overall Size. Please be aware that if an artwork has text that has been created to the Display Area it will butt-up to the frame. If this is not the desired effect then please move the text even further inside the Display Area.

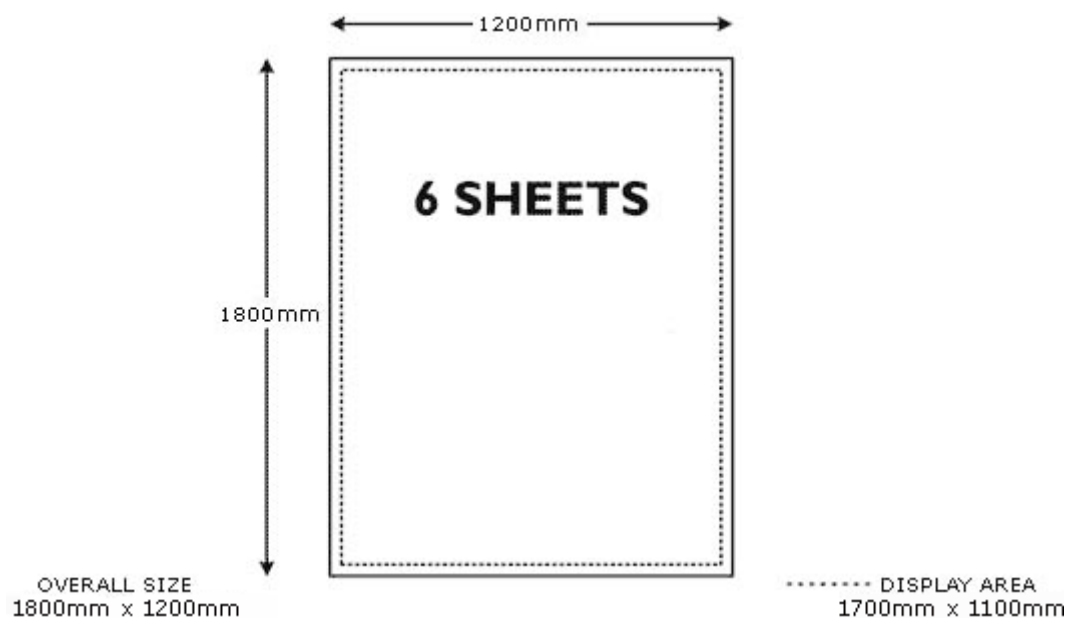
### ACCEPTABLE SOFTWARE

Acceptable artworks are created with the following Apple MacIntosh software packages: Adobe Illustrator, Adobe Photoshop, Quark Xpress, In-Design and Freehand. PC versions of these packages are acceptable.

### ARTWORK REQUIREMENTS

Please convert all RGB files to CMYK. All images must be scanned at hi-resolution, no less than 300dpi. All screen and printer fonts must be supplied, if this is not possible, all text must be created as outlines. For colour linework, all Pantone references must be specified within the digital file. The artwork must be created to the Overall Size shown in the line drawing and include 2.5mm of 'bleed' all round.

## 6 Sheet Print Specification



### **MATERIAL SPECIFICATION**

Standard 6 sheet – 170gsm paper.

**DELIVERY OF DISPLAY:** At least 5 working days prior to the booked in charge date, that late delivery may result in late posting

### **DELIVERY SPECIFICATIONS:**

All deliveries must be clearly marked and include design instructions

All packaging is to be clearly marked to show advertiser, design, and the confirmed in-charge date

Approx. weight of the parcel should also be marked for manual handling

Poster rolls to be no more than 25 per roll, and should be rolled with the creative side out.