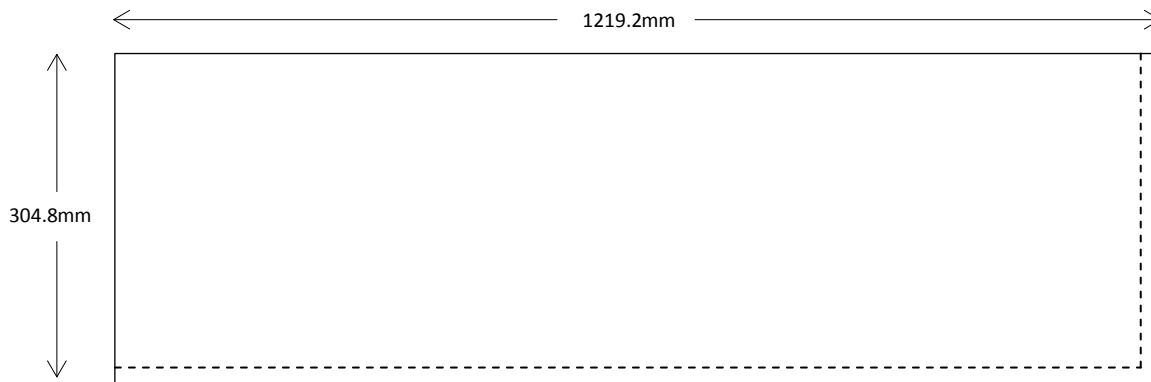


96 Sheet Art Specification



OVERALL SIZE
304.8mm x 1219.2mm

..... DISPLAY AREA
294.8mm x 1189mm

SIZING

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

DISPLAY AREA

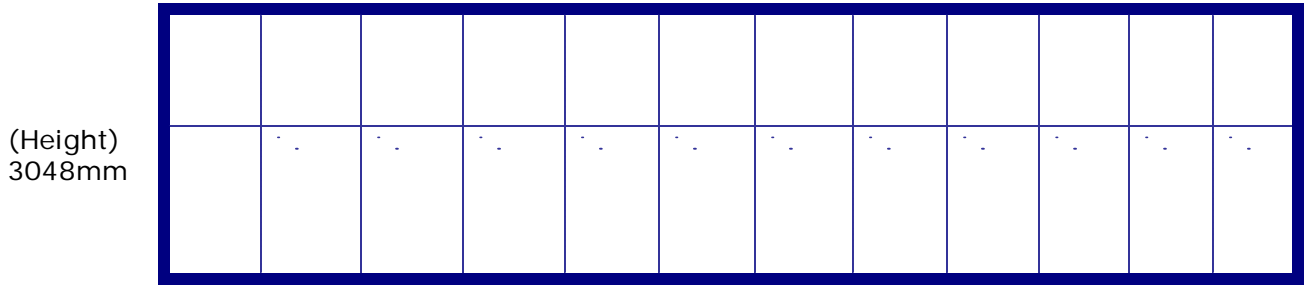
We strongly suggest that advertisers pay particular attention to the Display Area. Background images and colours can be bled up to the Overall Size but all important text and images must be positioned no less than 30mm from the right-hand edge and 10mm from the bottom edge. This will ensure that no important text or images are lost behind the framework.

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 1mm of 'bleed' all round.



DIMENSIONS

	Height	Width
Size	3048 mm	12192 mm
Safe Copy Area	2848 mm	11992 mm

Please note that due to the expansion of posters during application, we recommend that you adhere to the safe copy area guidelines above. Unsafe copy width need only be observed at the extreme right hand side of the overall poster and the unsafe copy height of 200mm need only be observed at the extreme bottom. This is to allow for the expansion of the poster during the preparation stage.

TRIMMING AND FINISHING

Posters must be finished to the Overall size within the acceptable tolerance. All 24 sections must be printed on individual sheets, measuring 1524mm deep x 1016mm wide with additional UNPRINTED overlaps of 10mm.

- **TOP TILES** need a 10mm rain overlap UNPRINTED on the right hand side except for tile 23 that has no overlap.
- **BOTTOM TILES** need a 10mm rain overlap UNPRINTED on the top and right hand side, except for tile 24 that only needs it on the top section.

POSTER DELIVERY

All packages must be clearly labelled indicating the advertiser, the number of designs, including an image of each design, the quantity of each design and the 'in-charge' date.

Only use recommended print specialists who are experienced in printing large format posters for outdoor media