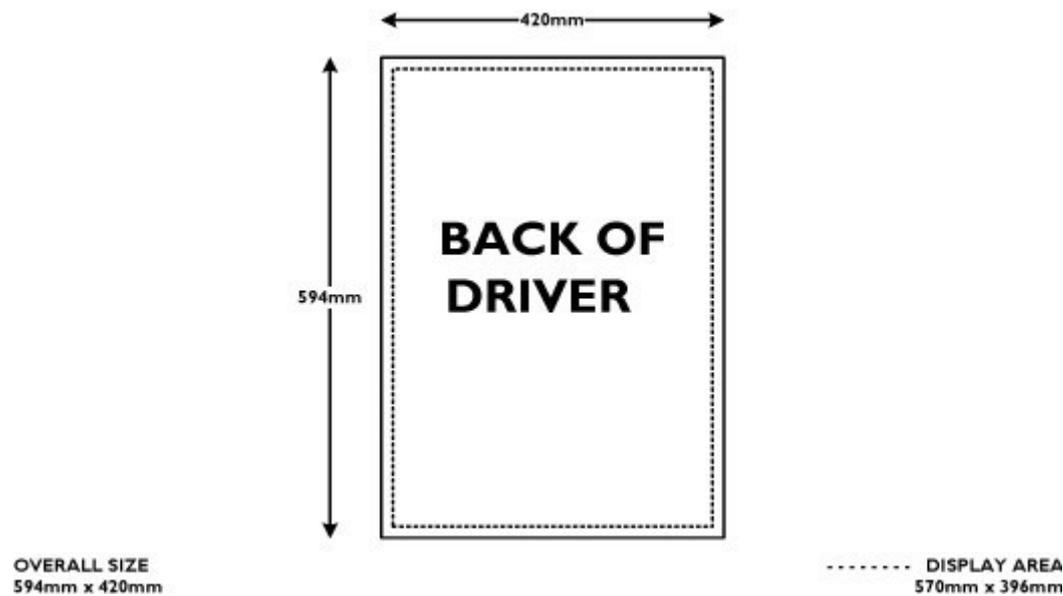


## Back of Driver Art Specification



### 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.

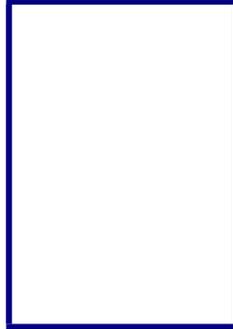
### ACCEPTABLE SOFTWARE

Acceptable artworks 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 10mm of 'bleed' all round.

# Back Of Driver



## DIMENSIONS

	Height	Width
Size	594 mm	420 mm
Safe Copy Area	570 mm	396 mm

## MATERIAL SPECIFICATION

100 Micron Self-Adhesive Removable Vinyl

## POSTER COLLATION AND PACKING

Please deliver posters flat and wrapped in packages of no more than 100. Please ensure that the edges are fully protected to avoid damage in transit. Folded vinyls cannot be accepted.

## DELIVERY NOTES

Every consignment of posters delivered must have a Delivery Note attached indicating the advertiser, the number of designs, a title for each of the designs and the quantity of each design.