

## Streetliner Art Specification



### SIZING

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

### 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 2mm of 'bleed' all round.

## Streetliner Print Specification



### DIMENSIONS

	Height	Width
Size	610 mm	3048 mm
Safe Copy Area	500 mm	2998 mm

Each sheet measures 1524mm x 610mm with an additional 12mm unprinted overlap on the right hand edge of section 1 for matching purposes

### MATERIAL SPECIFICATION

100 micron removable self-adhesive vinyl

### FINISHING

Vinyl should be UV Varnished. A 12mm overlap should be left on the right hand edge of panel 1

### POSTER COLLATION AND PACKING

Posters will need to be delivered in a combination of 'rolled & collated' and 'flat & uncollated'.

#### **Rolled & collated:**

Please collate and roll a complete Streetliner in the sequence shown in the line drawing with the design out. Deliver the posters wrapped in packages of no more than 10, ensuring the edges are fully protected to avoid damage in transit. Folded vinyls cannot be accepted.

**Flat & uncollated:** Please stack posters flat on a pallet. Section 2 should be placed on the pallet first followed by section 1. A tab must be inserted between every 50th board and an additional tab inserted indicating the break between each section. The pallet must be bound securely, ensuring the poster edges are fully protected to avoid damage in transit.

### 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.

### POSTER LAYOUTS

A poster layout must be attached to every package or pallet.