

PRODUCTION SPECIFICATION

SUPER 6 - Rail

THINK
BIG.

Static Note	Refer to panel specific dimensions provided on the Campaign Instruction Specs spreadsheet
Artwork	Visual size: refer to Campaign Instructions Specs spreadsheet - 1/10 scaling plus 12mm bleed all sides (no trims)
Actual	Visual & Finished size: refer to Campaign Instructions Specs spreadsheet
Accepted Format	High resolution Print Ready PDF files (maximum PDF file size of 500MB) Preferred option is for layered files to be exported with PDF/X-4 setting
Resolution	All high resolution images and files are to be supplied 300dpi at artwork size (CMYK)
Black Specification	All blacks to be supplied as CMY = 60% and K = 100% (disable overprint)
Fonts	All fonts / text to be converted to outlines
File Transfer	Print ready PDF to be supplied via FTP Supplied files/folders to be labelled with 'Campaign ID_DesignName'
FTP	www.wetransfer.com file sending program approved by Billboards NZ for sending artwork too big to be emailed.
Substrate	450 - 550gsm PVC coated polyester exterior grade Frontlit or Backlit Vinyl (refer to media booking)
Finishing	Specific Finishing as per Campaign Instruction Specs spreadsheet
Labelling	All material delivered to BBNZ installers MUST be labelled clearly and contain the following: 1. Campaign Name, 2. Panel size & Static Panel number, 3. Qty, 4. Barcode image & number
Deadlines	Finished Artwork is required 10 days prior to the campaign start date Finished Material is required 7 days prior to the campaign start date