

# PRODUCTION SPECIFICATION LARGE FORMAT

THINK  
BIG.

<b>Static Note</b>	Refer to panel specific dimensions provided on the Campaign Instruction Specs spreadsheet
<b>Artwork</b>	Visual size: refer to Campaign Instructions Specs spreadsheet - 1/10 scaling plus 40mm bleed all sides (no trims)
<b>Actual</b>	Visual & Finished size: refer to Campaign Instructions Specs spreadsheet
<b>Accepted Format</b>	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
<b>Resolution</b>	All high resolution images and files are to be supplied 300dpi at artwork size (CMYK)
<b>Black Specification</b>	All blacks to be supplied as CMY = 60% and K = 100% (disable overprint)
<b>Fonts</b>	All fonts / text to be converted to outlines
<b>File Transfer</b>	Print ready PDF to be supplied via FTP Supplied files/folders to be labelled with 'Campaign ID_DesignName'
<b>FTP</b>	<a href="http://www.wetransfer.com">www.wetransfer.com</a> file sending program approved by Billboards New Zealand for sending artwork too big to be emailed.
<b>Substrate</b>	450 - 550gsm PVC coated polyester exterior grade Frontlit or Backlit Vinyl (refer to media booking)
<b>Finishing</b>	Specific Finishing as per Campaign Instruction Specs spreadsheet
<b>Labelling</b>	All Material MUST be labelled clearly and contain the following: 1. Campaign Name, 2. Panel size & Static Panel number, 3. Qty, 4. Barcode image & number
<b>Deadlines</b>	Finished Artwork is required 10 days prior to the campaign start date Finished Material is required 7 days prior to the campaign start date