

## Artwork guide for 48 Sheet Posters

You can supply your artwork ready for print or you can supply the contents of your advertisements and we can design your artwork for you at additional costs.

### If you are supplying your own artwork please check the following:

- Files must be supplied as Photoshop, Illustrator, InDesign, or Quark, high-resolution pdf, eps or tiff. Please set the artwork to 25% of full size.
- Colours should be CMYK
- All artwork should be prepared as shown observing the safe copy area
- Text should be vectors so that it is crisp when scaled up for printing
- Images should be a minimum of 300dpi, with 450dpi the recommended size
- **Files must be saved without any layering. We can only accept flat files. No responsibility will be accepted for files that have layering enabled**

Please supply a colour proof and a low-resolution pdf with all artwork submitted

### If you would like us to design your artwork:

- Please supply us with an idea of your advertisement, along with information regarding colours and typefaces required
- If you have pictures you can send them hard copy or digitally via the methods below
- Please note that any images sent must be your own property or you must have permission to use them from the copyright holder

### Design Guidelines

1. **Keep it simple** - small text and lots of copy will **not** grab the attention of the potential customer. Remember, they are driving and don't have much time to read.
2. **Fonts** - fonts below 60pt are not recommended - try to keep the type bold and always use a simple typeface (unless the font is part of the brand name or design). Serif and Sans Serif fonts are fine to use but consider the weight of font - the thinner the font the harder it will be to read from a distance.
3. **Colours** - all colours are fine, sometimes bold background colours can help you grab attention of the customer, but AVOID solid dark backgrounds as they make pasting the poster difficult and may lead to peeling.
4. **Content** - you have to get your message across in a few seconds - the most people need to know is:
  - (a) Your company name / logo / brand.
  - (b) Your product, service or an impression of what you do (use an image if you can) - if you have several things to say, leave them till next time and just pick the strongest.
  - (c) Your location. Don't worry too much about contact details, nobody is going to remember them as they drive past your poster.
  - (d) Your OFFER - why the customer should visit your store.
5. **Imagery** - always use a strong, bold, eye-catching image to grab and hold the attention - the textual content of the ad will come second

## 48 Sheet (landscape)

