

96 SHEET BILLBOARD

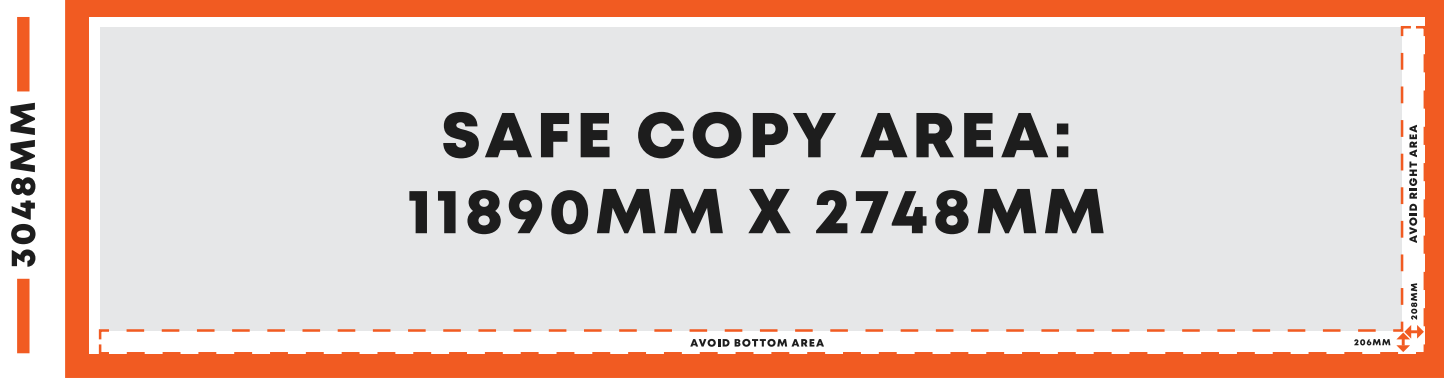
ARTWORK GUIDE | 96 SHEET



STATIC CONTENT

Dimensions	12192mm x 3048mm <small>SAFE COPY AREA 11890MM X 248MM</small>
DPI	300 DPI Minimum, 450 DPI Recommended
File Type	PDF, Ai, PSD, INDD, QUARK, EPS, TIFF
Colour	CMYK
Bleed	Not required
Scale	25% of full size

12192MM



ARTWORK

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

Files must be supplied as Photoshop, Illustrator, InDesign, Quark, high resolution PDF, EPS or TIFF. Please save artwork to 25% scale of full size.

Colours should be CMYK.

All artwork should be as shown, observing the safe copy area.

Text should be outlined and in vector format to avoid any pixelation when scaled up for print.

Images should be a minimum of 300dpi, with 450dpi the recommended resolution if possible.

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 low-resolution pdf with all artwork submitted.

Design Guidelines

KEEP IT SIMPLE - Small text and lots of copy will not grab the attention of your potential customer. Remember that they are driving and don't have much time to read.

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 the font - the thinner the font the harder it will be to read from a distance.

COLOURS - All colours are fine, sometimes bold background colours can help you grab the attention of a customer.

CONTENT - You have to get your message across in a few seconds, the most people need to know is:

- Your company name/logo/brand.
- Your product, service or impression of what you do (use an image if you can). If you have several things to say, leave them until next time and just pick the strongest.
- Your location. Don't worry too much about contact details, nobody is going to remember them as they drive past your poster.
- Your offer - Why the customer should visit your store/website etc.

IMAGERY - Always use a strong, bold, eye-catching image to grab and hold attention, the content of the ad will come second.

If you would like us to design your artwork:

- A brief idea of how you would like your advert to look or what you would like it to say.
- Logo in vector format if possible (PDF, EPS or AI).
- Your message / offer (shorter and simpler the better).
- Any image(s) required (higher resolution the better) These can be sent to us via wetransfer.com.
- Any specific fonts that are used within your current marketing or brand guidelines
- Any contact details required.

CREATIVE CONSIDERATIONS

Content prohibitions may apply to selected screens.

Please contact 75 Media at least 7 days in advance if you intend to include any of the following categories so that we can confirm appropriate screens:

Sweets, Fast Food & other HFSS products

Alcohol

Tobacco/Vapes

Guns

Swimwear/underwear

Politics

Advertisers have the responsibility of conforming to the ASA & CAP regulations, including notifying if the NP score means that a product is classed as HFSS.

All content must comply with our Terms and Conditions.