75 MEDIA

96 Sheet Paper
Artwork Guide

Classic

Panel: 96 Sheet Landscape   **Format:** Printed, Static

Artwork Requirements

Dimensions: 12192mm x 3048mm

File type: PDF, Ai, PSD, INDD, QUARK, EPS, TIFF

DPI: 300 DPI Min (450 DPI recommended)

Motion content: Static only

Colour: CMYK
Note: Avoid all-black backgrounds as this causes the paper to be become heavy which can lead to the poster curling and falling off, therefore reducing its longevity.

Bleed: Not required

Scale: Save at 25% (1524mm x 762mm)

Please email artwork as a **PDF** to **artwork@75media.co.uk**
Files under 10MB can be emailed directly, files over 10MB can be sent via wetransfer.com

12192mm

3048mm

Artwork size: 12192mm x 3048mm

Safe copy area: 11890mm x 2748mm

The safe area is a smaller dimension than your final artwork size and is where the most important copy or logos should sit.
Anything that falls outside this area is at risk of being cut off when the poster is pasted.

Avoid right area
205mm

Avoid bottom area
205mm

Artwork

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

Files must be supplied as PDF, Ai, PSD, INDD, QUARK, EPS or TIFF
Please save artwork to **25% scale of full size**.
Colours should be **CMYK**.
Text should be outlined and in vector format if possible to avoid any pixelation when scaled up for print.
All artwork should be prepared as shown, observing the safe copy area.
Images should be a minimum of 300dpi, with 450dpi the recommended resolution if possible.

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 audience.
Remember that they are in transit and won't have much time to read a lot of detail.

Fonts

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

Try to avoid all-black backgrounds as the extra ink can make the paper heavy and cause it to slip.
For text and other design element, all colours are fine: bright, bold colours are often recommended.

Content

You have to get your message across in a few seconds. Key things to focus on are:
• 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, include a website or social media link for further information.
• Your location and/or your call-to-action
• 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.

If you would like us to design your artwork, we can do this for an additional fee.
You will need to provide the following:

• 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 if they are over 10mb
• Any specific fonts that are used within your current marketing or brand guidelines
• Any contact details required

Creative considerations

Adverts must not distract any motor vehicle or pedestrian through contrasting content or use of traffic signs/lights.

Please contact 75Media at least 7 days in advance if you intend to include any of the following categories (please note, we will not accept campaigns that denote violence or discrimination)

Sweets, Fast Food & other HFSS products
Alcohol
Tobacco/Vapes
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.