

Artwork Specifications Sheet



File Formats:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Quark Xpress
- Macromedia Freehand
- 'Press Quality' PDF

Files submitted from PC programs need to be saved in an Apple compatible format. All typefaces need to be converted to curves/paths/outlines.

Scale:

Files should be setup at 10% of the finish size at 400dpi. For example if the billboard skin is 5.94x2.94m, the file will be setup at 59.4x29.4cm. Please add 2.5mm bleed on all sides of art.

For Best Results:

- Supply layout files and all support files
- Supply all image files in high resolution and CMYK
- Supply layered photoshop files where possible
- Please inform of specific PMS colour codes if essential to production
- Print your artwork out at A4 size and check that it is still effective when viewed from 5 metres away.
- EMAIL kallon@bishopp.com.au a low resolution PDF or JPG before transferring final artwork

Transfer Methods:

- CD/DVD
- EMAIL up to 10 MB -> kallon@bishopp.com.au

Further Information:

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