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15 YEAR ANNIVERSARY 2003 - 2018

Billboard & Outdoor Advertising • Signage • Corporate Branding • Promotional Materials

3m x 12m BILLBOARD ARTWORK REQUIREMENTS

Welcome to the Altmedia Outdoor family - we look forward to helping you promote your brand and reaching your target markets all day everyday. We se that you have selected one of our 3m x 12m signs, so let us explain exactly what that means, what the specific artwork requirements are and give you som helpful hints regarding the design of your artwork.

Firstly, the sign is 3 meters **HIGH** and 12 meters **WIDE**. This is, however not the final **visible size** that the public will see. The frame that surrounds th artwork will hide some of the artwork around the edges that encompass the pockets used to secure the artwork in place and the person creating you artwork will need to compensate for this. We have supplied a handy table below with the artwork requirements as well as a diagram (*Diagram 1*) illustrating this.

ARTWORK REQUIREMENTS

Billboard size	3m x 12m Landscape
Final Size	2900mm x 11900mm including pocket
Pockets	50mm
Bleed	100mm all around

Please note: You may create your artwork to a minimum of 10% of the final si ze. It is essential that the fina l supplied file be in CMYK mode and a minimum of 300dpi. Although 10% of fina l si ze is acceptable, you are encou raged to supply us with the best and la rgest possible version of your artwork to ensure that best possible pri nt. Use the **final size** provided above and add the necessary bleed around the artwork.

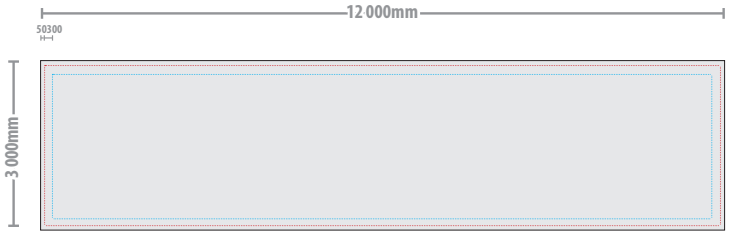

Diagram 1

On *Diagram 1* above you will see two boxes have been added onto the face of the billboard. The box formed by the red dotted line encompasses the visible area that the viewer will be able to see, i.e. the image inside the frame. The box formed by the blue dotted line encompasses the live area. The live area can be desribed as the area in which all important information such as logos, website addresses, copy, etc. should fall. By positioning this vital information within these parameters you will ensure that your message is communicated clearly and effectively.

We accept artwork that has been written on CD or DVD, as well as artwork that is e-mailed or uploaded to us. All of our printing is done in **CMYK** and **all artwork should be supplied in this mode** – files supplied in modes such as RGB, LAB or Pantone® will be rejected and new artwork requested. Where colour references have been supplied in Pantone® we will endeavour to match the final printed colour as close as possible.

Artwork must preferably be supplied in **.pdf** format. Other formats that are also acceptable are .eps; .ai; or .psd formats.

You also have the option of supplying us with the artwork in open file format. Please ensure that all file s, images, logos, fonts, etc. have been packaged properly and included in the folder supplied. The following software packages are acceptable:

Abode Illustrator®
Adobe Photoshop ® •
CoralDraw®
Macromedia Freehand®

Great – those are the technical requirements for the artwork done!