

## **Artwork Specifications**

### Hints and Tips for Supply Print Ready Artwork:

- Ensure colours aren't set to overprint, especially white. White set to overprint will not print.
- Black is generally set to overprint in Indesign by default. This should be changed in your preferences.
- When exporting a pdf for print, printer marks are not necessary and sometimes get in the way. If you must include crop marks, please offset them by the amount of bleed in the file: i.e. a document with 10 mm bleed should have crop marks offset by 10 mm.
- If using rich black, set your cmyk values at 0,0,0,100. Our printer software will convert this to a rich black. Blacks made up of other values can sometimes print "muddy".
- Outline all fonts.
- If you wish to use a pms colour, please include that colour in the artwork. Our printer software can replicate spot colours quite accurately.\*
- Do not mix colours and transparencies. This includes drop shadows and gradients. This will cause defects in the print.
- Linking PSD files to your Indesign document can sometimes cause issues, especially if the PSD file is layered or has a transparent background. EPS files with clipping paths are safer to use.
- Files will not be accepted in the following programs: Microsoft Word, Microsoft Excel, Microsoft Publisher, Pagemaker or Coral Draw.

\*Please note that variable such as media, ink pigments and processes may vary colour from intended print results.

### **Billboard Sizes for APN/Eye/Ooh Media**

These measurements may change from time to time without notice. Please supply all billboard artwork for APN, Eye and Ooh Media with production specification sheet supplied with media is booked.

Supersites:

Visual area: 12660 mm x 3350 mm

Printed size: 12660 mm x 3350 mm

Artwork set up at 10% of final size – 1266 mm x 335 mm @ 1000 dpi

APN 6 x 3 Tribe

Visual area: 5880 mm x 3000 mm

Printed size: 5960 mm x 3060 mm

Artwork set up at 10% of final size – 596 mm x 306 mm @ 1000 dpi

Artwork to bleed from visual size to finished size. Keep live elements within visual area.

Eye Super 8

Visual area: 8300 mm x 2200 mm

Printed size: 8500 mm x 2200 mm

Artwork set up at 10% of final size – 850 mm x 220 mm @ 1000 dpi

APN Super 8

Visual area: 8300 mm x 2200 mm

Printed size: 8300 mm x 2200 mm

Artwork set up at 10% of final size – 830 mm x 220 mm @ 1000 dpi

APN/Eye/Ooh Spectacular

Visual area: 18990 mm x 4570 mm

Printed size: 18990 mm x 4570 mm

Artwork set up at 10% of final size – 1899 mm x 457 mm @ 1000 dpi