

# Phantom Billstickers

Deadlines, File and Screen Specifications



## *Screen sizes and Orientation (W x H)*

Locky Docks. . . . . 2160 x 3840 pixels  
Cuba Street Digital. . . . . 1152 x 2048 pixels  
Queen Street Digital. . . . . 1728 x 864 pixels

Please supply one integral image at the specified size.

**Final deadline for artwork files is 4pm, 12 days prior to upload date.**

## *Locky Docks*

Portrait format  
Max file size is 3MB

## *Cuba & Queen St Digitals*

Cuba St - Portrait format  
Queen St - Landscape format

## *Copyright*

All documents must be cleared for use when submitted. Phantom Billstickers accepts no liability in regards to copyright infringement on clients artwork.

## *Fonts*

All text must be converted to paths. It is up to you to make sure that all typefaces used in your artwork have been licensed for their use.

## *Colour*

To make sure colour is processed correctly we require the following:

- All digital posters are to be supplied in **RGB**.

## *Acceptable file formats*

JPEG

When exporting, JPEG's should be saved with maximum quality settings to minimize compression artefacts.

## *File Naming*

Files are to be named in the following format:

**CLIENTNAME\_FILE#OF#\_LOCATION.EXT**

**CLIENTNAME** : Advertiser or campaign name

**FILE#OF#** : Indicate which file of how many files is being sent

**LOCATION** : Indicate which screen format i.e. Cuba Street

**.EXT** : Type of file extension

## *Delivery of Content*

Please send your files using one of the following:

- Emailed directly to your Phantom Billstickers account manager or digital@0800phantom.co.nz
- WeTransfer at www.wetransfer.com
- Dropbox at www.dropbox.com
- Google Drive at www.google.com/drive

Please make sure you email the link to your account manager noting the *name of the campaign* in the subject line.