

# Phantom Billstickers

## Deadlines, File and Printing Specifications



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

|                                     |               |
|-------------------------------------|---------------|
| Super . . . . .                     | 1820 x 2620mm |
| Max A0 . . . . .                    | 920 x 1320 mm |
| A1 . . . . .                        | 594 x 841 mm  |
| A3 . . . . .                        | 297 x 420 mm  |
| Christchurch/ Waitakere Tall. . . . | 900 x 3080 mm |
| Wellington Tall. . . . .            | 594 x 2100 mm |
| Wellington Bollard Drop. . . . .    | 594 x 2523 mm |

Because Supers use more than one sheet we need to handle the splitting and imposition of image among sheets to ensure overlaps etc. are correct and to allow for minute variance between frame sizes on different sites.

These are the actual image sizes.

Please supply one integral image at the specified size.

Portrait artwork is required

Please add bleed of 5mm to every side, unless you wish to have a white border on your artwork.

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

### *Copyright*

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

### *Files Sizing and Image Resolution*

When printing images that are at A1 or larger, PDFs can be supplied at 50% of the intended size. Images supplied in PDFs are to be at 300dpi to the size of the document.

When exporting PDFs, images contained must be compressed to keep the size of the document manageable.

PDFs containing uncompressed images make the file size extremely large with very little benefit.

We recommend PDF - When exporting PDFs, please make sure you compress your images to High Quality JPEGs.

### *Multiple Creative Designs*

0-4 creative designs complimentary, 5-10 creative designs \$50 per design, 10-20 creative designs \$80 per design, 50+ creative designs \$100 per design. Please inform us of the amount of creative designs before campaign booking.

### *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 full colour posters are to be supplied in CMYK, never RGB.
- Any files for two or three colour offset printing runs must be supplied only in the specified colours
- All black and white posters are to be supplied in black ink only. Greyscale images containing ink in one of more channels may require fixing at your cost.

### *Acceptable file formats*

Phantom will accept only **print ready**, flattened, high resolution PDFs. When exporting our document, please ensure:

- All fonts are embedded into the document
- Crop marks at 5mm each side

### *Proofs*

Phantom will provide printed proofs on request. Proofs will incur a cost and can only be provided if the artwork is submitted at least **12 days prior to placement.**

### *Digital Signage*

- Please provide artwork for digital signage at 72 dpi
- PDF or JPEG files accepted

### *Billboard*

- All files to be supplied as PDF
- Please work at 10% of actual billboard size, 300-500 dpi
- For prints smaller than 6x3m, 500dpi is best
- Photoshop files should be saved as .eps .tiff or .psd
- Most standard billboard sizes (6x3m, 12x3m) should have 50mm of bleed on all sides at actual size.
- Please convert all text to outlines, to eliminate any font problems
- Turn off all overprints, they are not relevant for our process

### *Delivery of Content*

Please send your files using one of the following:

- Emailed directly to your Phantom Billstickers account manager.
- WeTransfer at [www.wetransfer.com](http://www.wetransfer.com)
- Dropbox at [www.dropbox.com](http://www.dropbox.com)
- Google Drive at [www.googledrive.com](http://www.googledrive.com)

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