

# PHANTOM

## 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.**

### 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.

### 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

### 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.

### 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.

### 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.

### 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.

### 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.

### Copyright

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

