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BUS SHELTER - Production Specifications

# BUS SHELTER - Production Specification

## ⇒ File Setup

- ⇒ BBA requests that files be supplied as Hi-Res. PDF's or Indesign files.
- ⇒ Files are to be supplied as open files with all fonts and links, with an accompanying Low-Res PDF for reference.
- ⇒ Files should be ¼ of the final size at 250 dpi to reduce file size.
- ⇒ Please email a Low-Res PDF of proposed artwork to: [production@billboardsaustralia.com.au](mailto:production@billboardsaustralia.com.au) for commercial approval.

## ⇒ File Delivery

The following posters must be delivered to NSW Depot no later than Friday 7 working days prior to display:  
'Metrolite Scroller' posters (ALL states )  
'Superlite Scroller' posters (NSW only)

## ⇒ Poster Delivery

- ⇒ BBA's proprietary software will create specific delivery instructions including splits for Superlites, Metrolites, Yarralites, scrolling panels, filler and spares. Please contact a production rep for these details.
- ⇒ Posters are due no later than Monday 5 working days prior to display.\*
- ⇒ Please note Metrolite posters are required to be printed on Cyclone stock only and have very specific requirements. Adshel must manage the poster print.
- ⇒ Poster tubes should not have more than 20 posters and be clearly labelled with:
  - Advertiser name
  - Visual of creative content
  - Format
  - Quantity



If you have questions related to these guidelines or require further information please contact Billboards Australia on 1300 750 922 or email [art@billboardsaustralia.com.au](mailto:art@billboardsaustralia.com.au) for assistance.

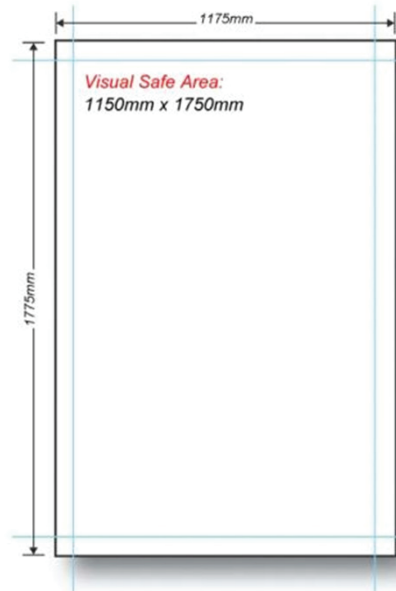
# PRINT SPECIFICATIONS.

## ⇒ Superlite & Superlite Scrollers

Trim/Stock size: 1175mm\* x 1775mm

Visual Safe Area\*\*: 1150mm x 1750mm\*\*\*

Stock: 200gsm Synthetic Plastic (eg. Yupo)



## ⇒ Metrolite

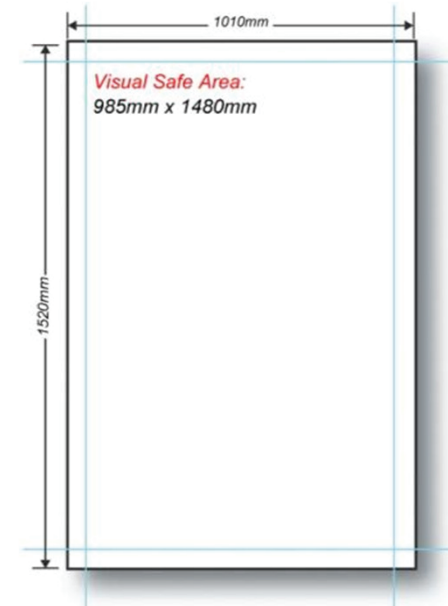
Trim/Stock size: 1010mm\* x 1520mm

Visual Safe Area\*\*: 985mm x 1480mm\*\*\*

Stock: 155gsm Synthetic Plastic Stock (Cyclone)

**BBA MUST MANAGE THE PRINT OF METROLITE SCROLLER POSTERS. POSTERS NOT PRINTED BY BBA WILL NOT BE DISPLAYED.**

Metrolite Scrollers must be printed with 3 alignment marks on the right hand edge of the poster. The first mark is to be printed in the centre of the poster and may be a dot or a dash approx. 5mm wide with the second and third marks printed 150mm above and below the first. The colour of the alignment mark should contrast with the background colour.



\*This is the maximum width posters can be supplied.  
zero tolerance on maximum width  
\*\*Images outside the visual safe area will be covered by lightbox frame  
\*\*\* Artwork should have 10mm bleed around trim size

We will allow posters to remain installed for max. 60 days but will not be responsible for faults or markings caused by posters left installed longer than the recommended 30 days.

  
**Billboards Australia**

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# BUS SHELTER - Production Specification ARTWORK

## ➡ Metrolite Scrollers

Trim/Stock size\*:  
1010mm x 1520mm

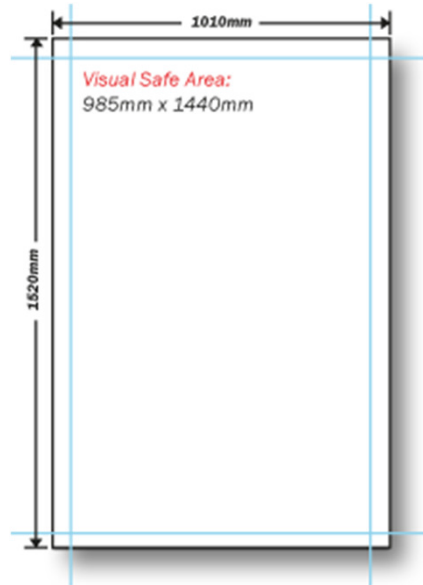
Visual Safe Area\*\*:  
985mm x 1440mm\*\*\*

Stock:  
155gsm Synthetic Plastic  
(Cyclone)

### PLEASE NOTE:

Metrolite Scrollers must be printed with 3 alignment marks on the right hand edge of the poster. The first mark is to be printed in the centre of the poster and may be a dot or a dash approx. 5mm wide with the second and third marks printed 150mm above and below the first. The colour of the alignment mark should contrast with the background colour.

Please allow 20 mm of non printed space at the top and bottom of the artwork.

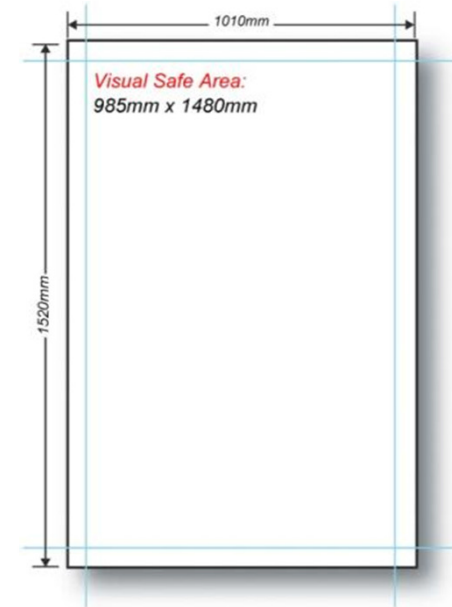


## ➡ Metrolite

Trim/Stock size\*:  
1010mm x 1520mm

Visual Safe Area\*\*:  
985mm x 1480mm\*\*\*

Stock:  
155gsm Synthetic Plastic  
(Cyclone)



\*There is zero tolerance on trim size

\*\*Images outside the visual safe area will be covered by the lightbox frame

\*\*\* Artwork should have 10mm bleed around trim size

Any posters not printed to specification will be rejected

  
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# BUS SHELTER - Frequently Asked Questions

⇒ Q. WHAT IS THE CORRECT SIZE OF ARTWORK?

A: In most cases, each campaign is a combination of both Superlite and Metrolite panels. Please refer to BBA's Production Specifications for details on artwork for Australian and New Zealand Campaigns.

⇒ Q. HOW DO I OBTAIN A PRODUCTION ESTIMATE FOR MY CAMPAIGN?

A: BBA can supply you with a production estimate. Please note that the estimate is based on the site list unseen and is therefore subject to change.

⇒ Q. WHY DO I NEED TO PRODUCE SPARE POSTERS?

A: Each campaign is required to produce spares to cover any theft or damages so that your campaign does not lose any display time.

⇒ Q. WHAT SHOULD THE SUPERLITE/ METROLITE SPLIT BE?

A: BBA's Production Team will contact you to discuss your campaign and in turn will provide you with a production breakdown. Do not use media schedules or sitelists to manually calculate production numbers. Required numbers are calculated on campaign size, number of bursts, consecutive or non-consecutive bursts and filler.

⇒ Q. WHO ORGANISES PRINT PRODUCTION?

A: BBA's Production Team can source suppliers and manage the print production of any campaign for you.

⇒ Q. DOES BBA NEED TO APPROVE ALL CREATIVE?

A: Yes. This is to ensure that all advertisements are suitable for the mass market and comply with the voluntary codes of practice established by the advertising industry. Please email a lo res pdf to [production@billboardsaustralia.com.au](mailto:production@billboardsaustralia.com.au) before commencing to print.

⇒ Q. WHAT HAPPENS TO THE POSTERS AFTER THE CAMPAIGN?

A: At the end of each campaign, Adshel will recycle of all printed poster copy. Should you wish to make other arrangements please contact your BBA representative five business days prior to the start of your campaign to discuss possibilities for returning posters.

⇒ Q. WHEN AND WHERE DO POSTERS NEED TO BE DELIVERED?

A: All posters should be delivered to the relevant BBA delivery points at least 6 days prior to the campaign's commencement date. Please refer to BBA's Delivery Sheets, supplied by the Production Team, for delivery addresses



If you have questions related to these guidelines or require further information please contact Billboards Australia on 1300 750 922 or email [art@billboardsaustralia.com.au](mailto:art@billboardsaustralia.com.au) for assistance.