Static Note   Refer to panel specific dimensions provided on the Campaign Instruction Specs spreadsheet

Artwork   Visual size: refer to Campaign Instructions Specs spreadsheet - 1/10 scaling
 plus 12mm bleed all sides (no trims)

Actual   Visual & Finished size: refer to Campaign Instructions Specs spreadsheet

Accepted Format   High resolution Print Ready PDF files (maximum PDF file size of 500MB)
Preferred option is for layered files to be exported with PDF/X-4 setting

Resolution   All high resolution images and files are to be supplied 300dpi at artwork size (CMYK)

Black Specification   All blacks to be supplied as CMY = 60% and K = 100% (disable overprint)

Fonts   All fonts / text to be converted to outlines

File Transfer   Print ready PDF to be supplied via FTP
Supplied files/folders to be labelled with 'Campaign ID_DesignName'

FTP
h: ftp.billboardsaustralia.com.au
u: creative@billboardsaustralia.com.au
p: client

FTP
www.wetransfer.com file sending program approved by Billboards Australia for sending artwork too big to be emailed.

Substrate   450 - 550gsm PVC coated polyester exterior grade Frontlit or Backlit Vinyl (refer to media booking)

Finishing   Specific Finishing as per Campaign Instruction Specs spreadsheet

Labelling   All material delivered to BA installers MUST be labelled clearly and contain the following:
1. Campaign Name, 2. Panel size & Static Panel number, 3. Qty, 4. Barcode image & number

Deadlines   Finished Artwork is required 10 days prior to the campaign start date
Finished Material is required 7 days prior to the campaign start date

Billboards Australia

If you have questions related to these guidelines or require further information please contact Billboards Australia on 1300 750 922 or email support@billboardsaustralia.com.au for assistance.