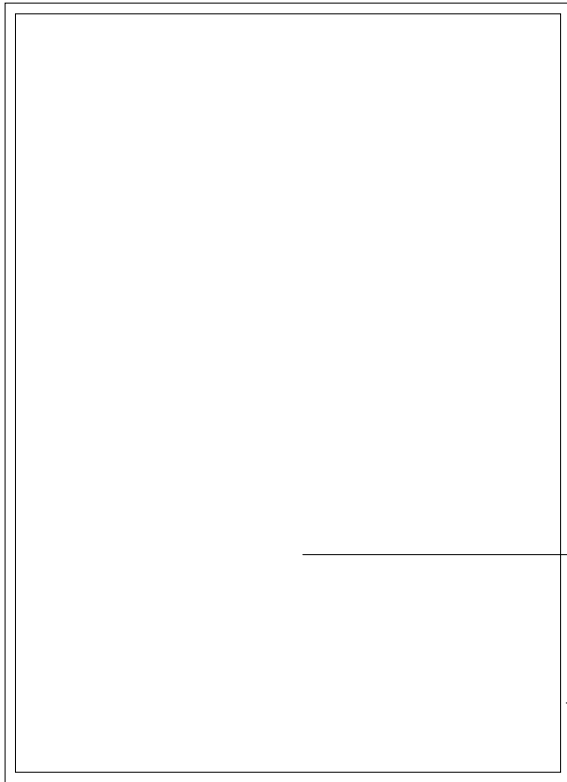


## SHOPPING CENTRE PANEL PRODUCTION SPECIFICATIONS



### IMAGE SIZE

975mm (w) x 1480mm (h)  
No text or graphic to exceed this area

### TRIM SIZE

1010mm (w) x 1510mm (h)  
Add 5mm bleed

### ARTWORK SET UP GUIDES

- Build file at 100%.
- Scan resolution to be 150dpi at final size.
- Provide 5mm bleed at final size/trim size.
- Supply all fonts.
- When supplying vector based graphics that contain imported or placed elements such as Photoshop EPS files, please supply the placed/embedded file as a stand-alone file.
- Colour proofs and PMS references to be supplied with artwork.
- Contact your printer for acceptable file format specifications.

### POSTER DELIVERY

In order to ensure the on-time e posting of your campaign, all posters must be delivered to EYE installers no later than three working days prior to the campaign commencement date.

Please refer to the Eye Shop Production Delivery Document for poster delivery addresses and quantity breakdowns.

### PRODUCTION GUIDELINE

- Visual size is 975mm (w) x 1480mm (h).
- Poster size is 1010mm (w) x 1510mm (h) (add 5mm bleed).
- Portrait format.
- Production must be high resolution (minimum 360dpi).
- Posters are backlit and should be produced on



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](mailto:support@billboardsaustralia.com.au) for assistance.