

MMMG

ADBIKE Artwork Specification



ADBIKE

ARTWORK SPECIFICATION

The 6 sheet poster size is 1,200mm x 1,800mm portrait and each vehicle takes two posters, one on each side of the advertising module. Artwork can be different on each side at no extra cost. The whole poster is seen so there is no need for safe area. We do not require bleed.

Artwork can be supplied as a 300dpi high resolution PDF, in CMYK with a FOGRA39 colour profile. This can be down-sampled to 300dpi with auto-compression set on high.

Illustrator

- Include all embedded images.
- Convert all fonts to outlines.
- Pantone colours can be left as they are in the colour swatch.
- Save as an EPS file.

Photoshop

- Resolution should be set to 150dpi when starting a new document.
- Save as either a TIFF or JPEG.
- Please supply as flattened artwork.

Please email artwork to artwork@mmediagroup.co.uk at least 7 working days prior to campaign start.

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