

# Trailer Billboard Production Specifications

## EDP Artwork Specifications

- Supply files in Mac format

Acceptable programs:           Macintosh Quark Xpress 4.11  
  Adobe Illustrator 9.0  
  Adobe Photoshop 6.0  
  Macromedia Freehand 9.0

If supplying files from an IBM, save as either an EPS or TIFF format and convert all fonts to outlines

Acceptable media:                3\_” floppies  
  CD's  
  100 & 250 Megabyte Zips  
  Jaz 1 & 2 cartridges  
  3\_” Magnetic Optical disks

- Supply CMYK colours (colours can only be matched to the process equivalent of Pantone colours)
- Convert all fonts to outlines and include all screen & printer fonts
- Set up layout files in correct proportion. We recommend Quark Xpress
- Indicate clearly if there is an extension
- Allow 75mm of bleed around entire board
- Scan from the best artwork available. We do not recommend scans from printed materials such as newspapers and magazines
- Supply Logos as Illustrator or Freehand files
- Convert all blacks to a four colour combination of:           60% Cyan       40% Magenta  
  5% Yellow       100% Black
- Supply a colour printout with the artwork file as a reference

## File sizes

- Any images that cover **under** 20m<sup>2</sup> to be scanned at 350 DPI in CMYK at one tenth (1/10) of final size  
eg. An image for a 6 x 3 meter billboard to be scanned at 610mm x 310mm at 350 DPI, resulting a file of approximately 138 Megabytes
- Any images that cover **over** 20m<sup>2</sup> to be scanned at 350 DPI in CMYK at one twentieth (1/20) of final size  
eg. An image covering the entire background of a 12.66 x 3.35 meter billboard to be scanned at 638mm x 172.5mm at 350 DPI, resulting a file of approximately 80 Megabytes

## Layout guide for common Billboard sizes

- 6 x 3 meter - set up Quark document at 595mm x 295mm and bleed document out 7.5mm on each edge (Ratio: 1mm = 1cm)
- 12.66 x 3.35 meter - set up Quark document at 633mm x 167.5mm and bleed document out 5mm on each edge (Ratio: 1mm = 1cm)

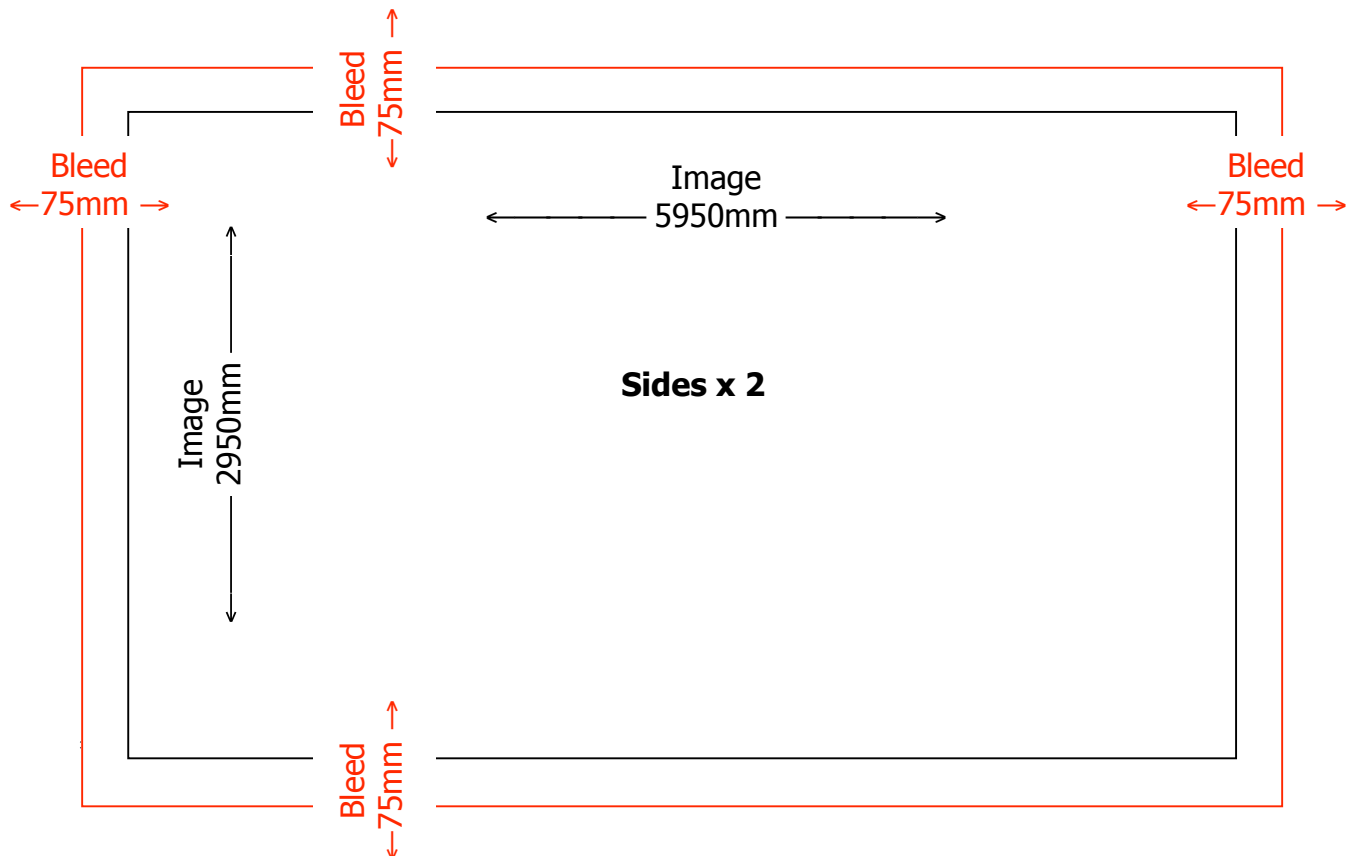
## Timeframes

- Allow 7 working days for artwork to be printed after Media Banc has received disk

# Trailer Billboard Layout Guide

## Mobile Billboard Size

- 2 x Vinyl Skins - 6000mm x 3000mm (6m x 3m)



To upload files via our FTP <http://dropbox.yousendit.com/AussieSigns>  
Please name the file using client or creative name.