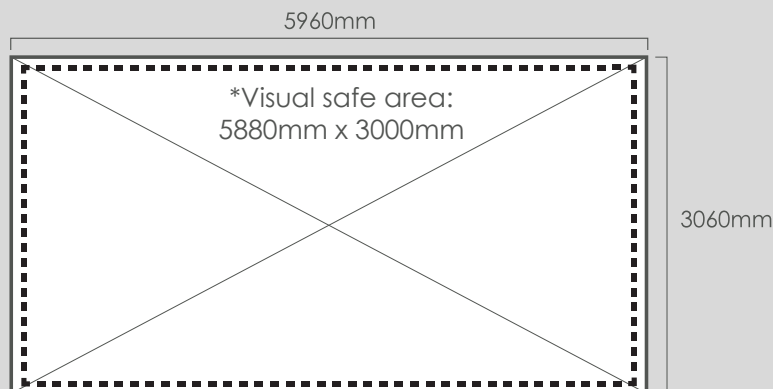


# BILLBOARDS

## ARTWORK SPECIFICATIONS

ARTWORK	596mm (w) x 306mm (h) (1/10 scaling). Plus 40mm bleed all sides.
ACTUAL AREA & FINISHED SIZE	5960mm (w) x 3060mm (h)
FILE TRANSFER	Print ready PDF to be supplied via wetransfer link or FTP. HOST: <a href="http://fileupload.omnigraphics.com.au">http://fileupload.omnigraphics.com.au</a> LOGIN: JCD PASSWORD: jcd001
PRODUCTION METHOD	Backlit - Avery MPI4410, BFLEX500, LX600, VIEWflex Backlit 510 6mm Kedar edging all sides
NON CONFORMANCE	Incorrect material delivery will affect the time of installation and display period of the booked campaign with additional costs.
BARCODES	A unique barcode ID will be provided for artwork. The scannable barcode must be printed and attached to the bottom right corner of printed artwork.



### ARTWORK CHECKLIST:

**ACCEPTED FORMAT:** High resolution Print Ready PDF files. Preferred option is for PDF to be exported with PDF/X-4 setting.

**RESOLUTION:** All high resolution images and files are to be supplied 300dpi at artwork size (CMYK).

**COLOURS:** Convert all PANTONE Spot colours to CMYK.

**FONTS:** All fonts / text to be converted to outlines.

If supplying PDFs, all bleed requirements must be per our specification. Please ensure that any trim marks appear outside the bleed area. In some cases PDFs will not be usable and we may request original files.



### DEADLINES:

Finished artwork is required **21 days** prior to the campaign start date. Printed material is required **7 days** prior to the campaign start date.

### DELIVERY:

Dispatch list will be provided when artwork is supplied.

### SPARES:

5 spares required (1 x Backlit panel for each state) in addition to the media booking.

# PRODUCTION INFORMATION

---

Thank you for your booking. In order to ensure efficient delivery of your campaign, please read the information below.

## PRIOR TO THE CAMPAIGN:

We are only able to prepare and distribute campaigns running in a particular week once all posters for that week have been received. If your campaign is late, additional labour will be required to deal with the resulting knock-on effects. These costs will be passed on to the advertiser as outlined in the contract.

Whilst we will chase material from all relevant parties, the contracting party is ultimately responsible for fees relating to late delivery.

## AFTER THE CAMPAIGN:

POSTERS WILL BE STORED FOR 6 WEEKS, THEN RECYCLED.

If you do not wish your posters to be recycled, you can:

- 1) Arrange for posters to be collected within 4 weeks of the campaign ending or;
- 2) Notify your account manager that you wish the posters to be put into long term storage at a cost of \$1000 per month period per State.

Please note that disposal after 6 weeks will occur automatically and you may not receive further communication in relation to this. If you have any questions, please contact your account manager.

## PRINT QUANTITIES:

Please order booked quantity + 5%

If posting sites change during the campaign period, please contact JCDecaux - AU\_production@jcdecaux.com.au

All posters must be delivered **8 days prior** to the campaign start date, to the designated warehouses below:

Att: Jamco Sign Services  
29 Pickering Road,  
Mulgrave, 3170  
Victoria, Australia  
Ph: 61-3-9562 0723 Fax: 61-3-9562 0714