

BUS SHELTER PRINT SPECIFICATIONS

File Prep.

FILE SETUP

Files should be supplied in CMYK as high-res PDFs, or InDesign files accompanied by all fonts and links. All artwork should have 10mm bleed around the trim size. To reduce file size, artwork can be supplied at ¼ of the final trim size at 250 dpi (files at full size are still acceptable).

PRINT NUMBERS

Production will supply specific delivery instructions for each campaign, showing splits between formats/creatives/markets, filler and spares, as well as all depot addresses and deadlines. Please contact Production to discuss material instructions for campaigns with more than one creative – material Instructions must be supplied to Billboards Melbourne on an up-to-date site list.

FILE DELIVERY

Print-ready files can be sent viawetransfer.com
If printing externally, a low-res PDF of all artwork must be sent to hello@melbournebillboards.com.au commercial approval prior to printing. All alcohol advertising must be approved by the Alcohol Advertising Pre-Vetting system (AAPS), and a copy of the AAPS form supplied to Melbourne Billboards Production.

POSTER STOCK

The following poster stocks are accepted by us; 158gsm Yupo for Superlite, Superlite Scroller, Yarralite and Metrolite formats.

POSTER DELIVERY

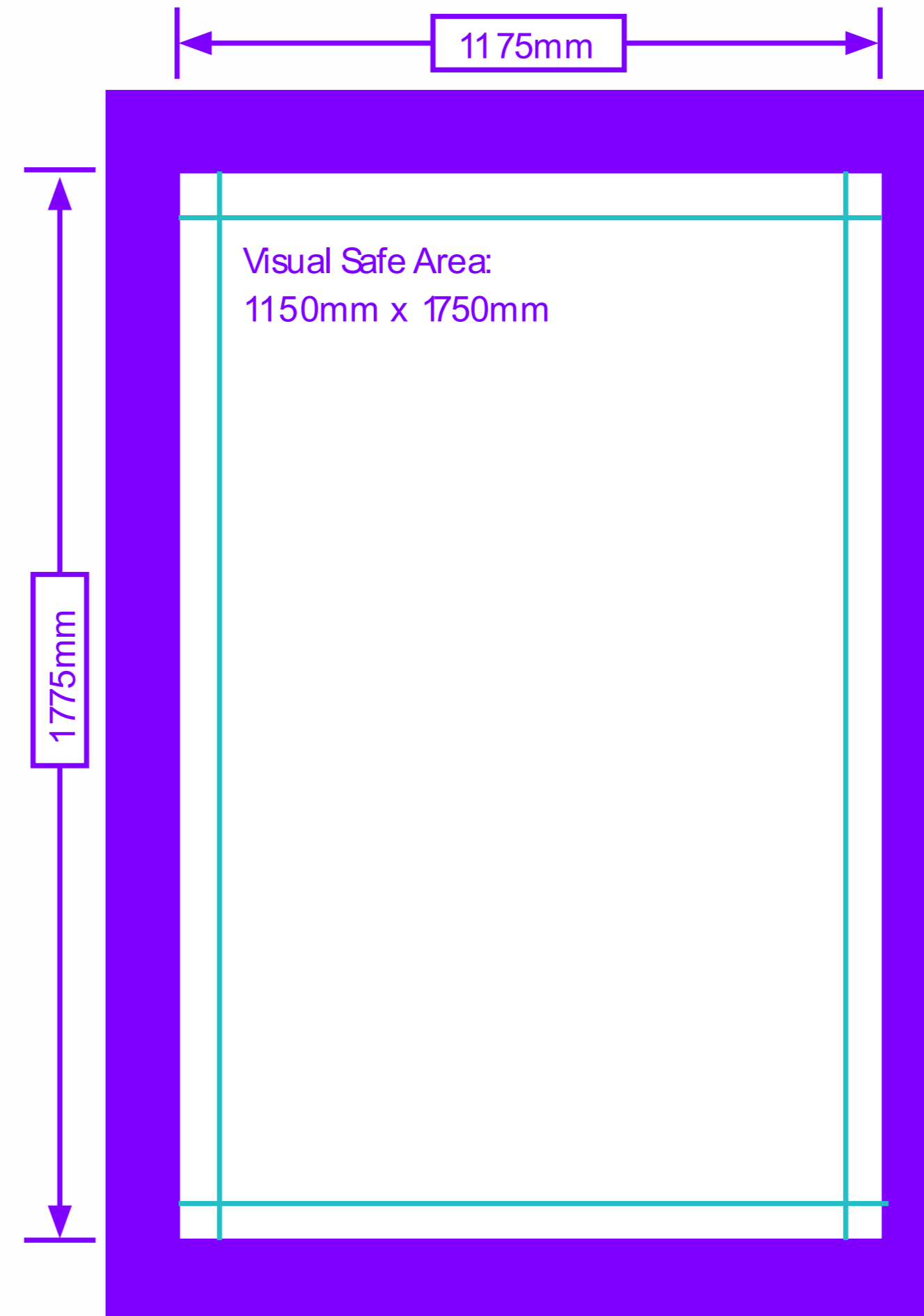
Street Furniture and 7-Eleven posters are due at the depots no later than Monday 5 working days prior to the campaign start date for on-time installation. Posters delivered after this time may be installed late.

Posters should be delivered according to quantity/ state as per the below table. Please do not use staples, or wrap tubes in plastic. Campaigns of more than 100 posters should be delivered on pallets, except for NSW where deliveries of more than 50 posters should be delivered on pallets. Poster quantities less than 50 can be delivered in tubes in ACT, QLD, VIC, SA and WA.

Superlite & Superlite Scrollers

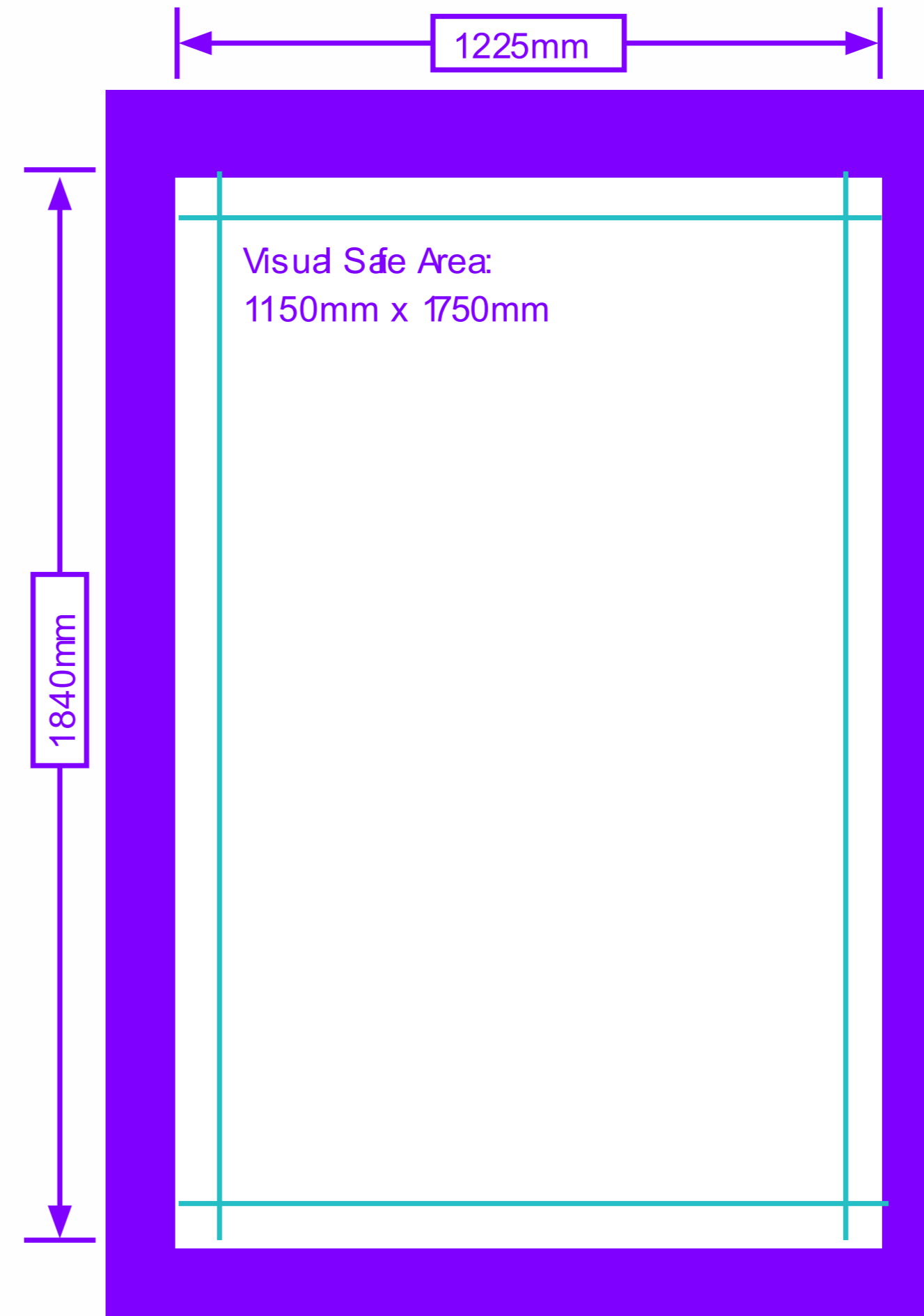
Trim size*: 1175mm(w) x 1775mm(h)
Visual Safe Area**: 1150mm x 1750mm***
Stock: 158gsm Synthetic Plastic (eg. Yupo)

*There is zero tolerance on trim size**Images outside the visual safe area will be covered by the lightbox frame
***Artwork should have 10mm bleed around trim size.
Any posters not printed to specification will be rejected.



Yarralite

Trim size*: 1225mm(w) x 1840mm(h)
Visual Safe Area**: 1150mm x 1750mm***
Stock:158gsm Synthetic Plastic
(eg. Yupo)



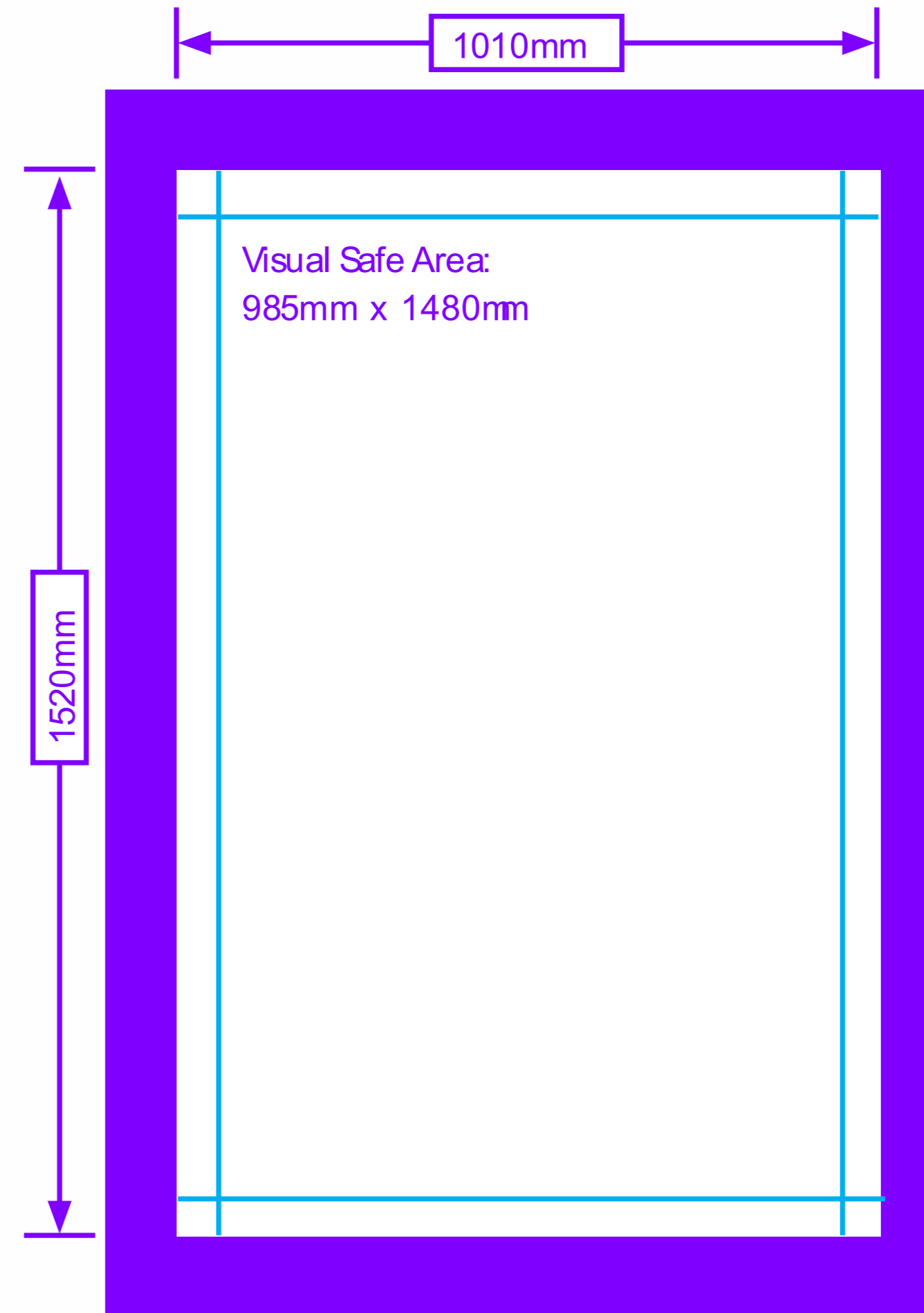
*There is zero tolerance on trim size**Images outside the visual safe area will be covered by the lightbox frame

***Artwork should have 10mm bleed around trim size.
Any posters not printed to specification will be rejected.

Metrolite

Trim size*: 1010mm (w) x 1520mm (h)
Visual Safe Area**: 985mm x 1480mm***
Stock: 155gsm Synthetic Plastic (Cyclone)

*There is zero tolerance on trim size**Images outside the visual safe area will be covered by the lightbox frame
***Artwork should have 10mm bleed around trim size.
Any posters not printed to specification will be rejected.





CONNECT WITH US.



Billboards Melbourne

We connect brands with people.
We deliver the right audiences, in the
right locations, because we offer every
billboard and ooh format type across
all vendors, throughout Australia and
New Zealand.

1300 750 922

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w melbournebillboards.com.au