

STATIC BILLBOARD PRODUCTION SPECIFICATIONS

print@qmsmedia.com is the single point of contact for:

Static Large Format - Delivery of low resolution PDF images for approval if required.

Static Large Format - Delivery of high resolution artwork.

And any queries or questions needing to be answered.

STATIC ARTWORK GUIDELINES

Document to be scaled at 1:10 or 1:20 of the final VISUAL SIZE. 1:10 if final billboard size is smaller than 15m, 1:20 if final billboard size is larger than 15m. All scanned and raster images should be 300dpi if placed in your document at 100%. Provide 250mm image bleed at final size. eg. 12.5mm in your 1:20 document. (Note that bleed is applied on all 4 edges unless otherwise specified)

FILE FORMATS:

Adobe CC 2015 or earlier. (InDesign, Illustrator, PDF). If supplying PDFs, all fonts must be converted to outlines and all bleed requirements must be as per our specifications. Please ensure that any trim marks appear outside the bleed area. In some cases PDFs will not be usable and we may request original artwork files.

SUPPLYING FILES

Files under 10MB can be sent via email. For larger files please FTP.

FILE SETUP

Supply all artwork in CMYK format. Convert all fonts to outlines, even when supplying PDFs. All overprint/trapping options should be turned OFF.

FINISHING

All pockets are 100mm unless otherwise advised. All kedar rope edging is 6mm unless otherwise advised. For information on any special finishing requirements please contact the production team.

EXTENSIONS AND SPECIAL BUILDS

Any extension or special build will incur additional installation costs. To obtain a quote and confirm that the site you have booked is capable of displaying an extension or special build please contact the production team.

BACKLIT SKINS

All backlit skins must be printed as true backlit (ink coverage on both sides) on backlit substrate.

COLOUR MATCHING

Colour Matching can be organised directly with printer if required. Supply a colour accurate proof to ensure all aspects of images are faithfully reproduced. (Colour laser prints are not colour accurate and will be used to check content only.) Convert all spot colours to CMYK.

PRODUCTION DEADLINES

If QMS is organising the print production of your campaign please ensure artwork is delivered **15 working days prior to installation date**. Late delivery of artwork may result in late installation. For further information or a quote to print your campaign with QMS' production service please contact your business manager or our production team.

Please ensure QMS has all key numbers **5 working days (Monday) prior to posting**. All large format skins require a unique key number on the back of the skin as well as the packaging label. Skins without a key number or with an incorrect key number may have their installation delayed. Delivery address may vary, please refer to spec sheet.