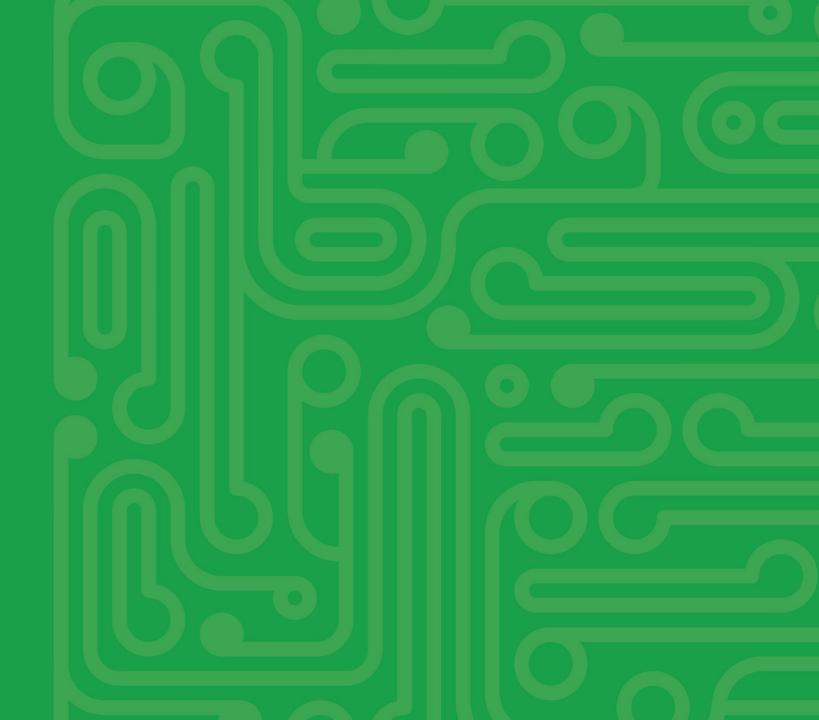
Classic Billboard Specs 16 x 3





✓	Key Requirements: ✓ 50mm bleed on all four sides ✓ CMYK Colour ✓ 300 - 500 DPI ✓ PDF File Final Size at 10%: 1610mm x 310mm (includes bleed)	File Specifications:	All files must be set up at 10% of actual size at 300-500 DPI.
			 A minimum of 50mm (5mm at 10%) of bleed is needed on all four sides of standard wrap and staple billboards.
			• Supply as a print ready PDF. Please do not include any crop marks or printer marks in PDF file.
			• All artwork and files to be supplied in CMYK. Embed the colour profile in your document.
			Overprints must be switched off.
		ASA & NZTA Requirements	• Please ensure artwork meets <u>ASA</u> guidelines and <u>Waka Kotahi</u> Technical Requirements (Section 6 "Sign Design") – click links for more details.
			Advertiser or brand must be clearly identifiable.
			• Font must be large and clear – Waka Kotahi recommends font be a minimum of 75mm high for subtext and 150mm for headlines.
		Deadlines & Delivery	• Deadline: artwork is due 10 working days prior to live date. Artwork must be received before this deadline. Any delays in receiving artwork may result in campaign being late.
			 Delivery details: please send files to production@gomedia.co.nz or upload to https://www.hightail.com/u/GoMediaNZ.
			• Please label your file Campaign Number_Campaign Name_Start Date_Width x Height_Site Code e.g., #12345_McDonalds_Jan_6x3_CHCH1-61.
			You are required to physically proof your own artwork before submission to Go Media.
		Proofs	 Go Media accepts no responsibility for any errors in print or image quality resulting from poor photography or artwork.

• If a physical proof is required, an additional charge will apply.





