Classic Billboard Specs 16 x 3

GO Media

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 ASA guidelines and Waka Kotahi 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.

Proofs

- You are required to physically proof your own artwork before submission to Go Media.
- 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.