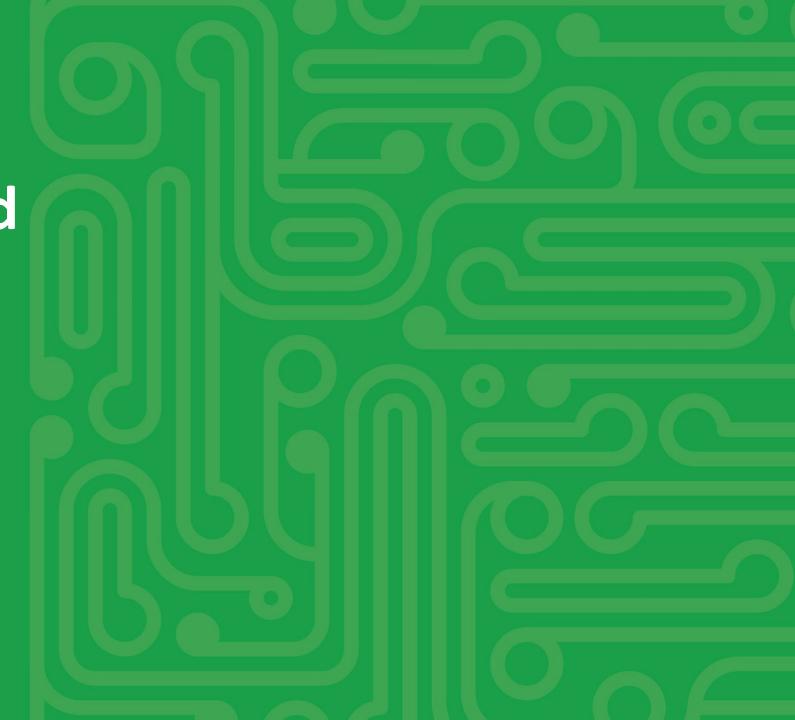
Classic Billboard
Specs
19 x 6
AUCK30-151





## **Key Requirements:**

- ☑ CMYK Colour
- ☑ 300 500 DPI
- ✓ PDF File

Final Size at 10%: 1910mm x 610mm (includes bleed)

## Safe Visual Area:

1900mm x 590mm (No critical information placed in bottom 100mm of artwork)

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 <a href="https://www.hightail.com/u/GoMediaNZ">https://www.hightail.com/u/GoMediaNZ</a> .
	• 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.



