Classic Billboard Specs
19 x 6
AUCK30-151

GO Media

Key Requirements:

- ☑ 50mm bleed on all four sides
- ☑ 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 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.

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