PRINT READY ARTWORK SPECIFICATIONS
BILLBOARDS

Colours

COLOR-CMYK (Cyan, Magenta, Yellow, Key)

Color space - CMYK 8 bits / channel.

All elements of the artwork need to have colors set to CMYK and do not contain RGB or Pantone colors. If however the artwork contains colours other than CMYK, please note that the CMYK conversion may create an undesirable color shift.

If the color scheme of printing is essential, it is necessary to provide a digital proof printed directly from the file sent to print.

When used in the project solids in black or black lettering large sizes, please use the color of the following component C30M30Y30K100.

We pay attention to the use of overprints, fillers and outlines - the only color that can be printed is pure black (0-0-0-100).

FONTS AND TEXT

Please convert all text to curves/paths, embed fonts and/or provide actual fonts.

SIZES

Files in 1:10 scale – respectively 50,4x23,8 cm, 60x30 cm, 60x40 cm, 120x30 cm and 120x40 cm.

Bitmaps resolution

With the size 504x238 cm print - 500 dpi (for 1:10).

With the size 600x300 cm print - 400 dpi (for 1:10).

With the size 600x400 cm print - 400 dpi (for 1:10).

When the size 1200x300 cm - 350 dpi (for 1:10).

When the size 1200x400 cm - 300 dpi (for 1:10).

FILE FORMATS

We prefer PDF documents - PDF version 1.3 (Acrobat 4). These files are easier to handle and will likely speed up your turn-around. Remember to add crop marks and FLATTEN your files before sending. We also accept:

JPEG – with the quality of at least 10, with no color profile, with no paths
TIFF – flattened, LZW compression, no color profile, with no paths and alpha channels.
PDF version 1.3 (Acrobat 4).
Files made in Corel, please export to PDF, TIFF or JPEG.

BLEED – the files should not contain bleeds.

MARGIN

Because of the type of material and the way of gluing it is necessary to keep all text and critical design elements at least 15 cm to the inside of the border of your document size 504x238cm or 20cm for the size 600x300cm, 600x400cm, 1200x300cm and 1200x400cm. This gives you a safe zone to guarantee no trimming of your text will occur. For the billboards glued on the Stroer boards this dimension should be 20cm for each format. It applies especially to the right side and bottom side when it comes to billboards glued in a classic way (from the upper left to the bottom right) or the right and upper side when it comes to the billboards glued from the bottom side.

FINAL CONSIDERATIONS

PDF files must be flattened all the bitmaps all together with the background to a single bitmap with a suitable resolution. This speeds up the process of ripping and ensures the correctness of the print.
If the files prepared in Corel contain the shadows with transparency under the vector elements please separate the shadows from the vectors and flatten them together with the background before exporting to PDF. If only your version of Corel allows, for the shadow can be used the mode of multiplication **(overlay).**

Files should not contain printing markers and frame determining the graphic format.