

Artwork Specifications

Print



All our print publications are produced using a content management system therefore you must ensure your artwork adheres to the specifications below. In most cases your advertisement will be printed as it is supplied, so pre-flighting your artwork before sending it to us is crucial.

Delivery

- ✓ We accept press ready, high resolution PDF files.
- ✓ PDFs created from native programs such as Indesign, Illustrator or Freehand are acceptable.
- ✗ PDFs generated from within Office packages such as Word, Excel, Publisher or Powerpoint are not acceptable.
- ✗ PDFs generated from Adobe Photoshop are not acceptable.

Colours

All ads must be supplied in the correct colour formats: colour ads in CMYK, mono ads in greyscale. Whilst ads supplied in incorrect colour formats won't necessarily be rejected, we cannot take responsibility for any error or undesired result in colour conversion.

Images

We print at a linescreen ruling of 100lpi. Images should be supplied at a minimum of: Images: 150dpi Single bitmap: 600dpi

Total ink coverage

Please ensure all elements including any TIFFs, JPEGs, or EPS images within your file do not exceed CMYK Total Ink Percentage of 240%.

Dot Gain

Dot gain is not a fault of offset web printing, but rather a characteristic. All material should compensate for dot gain of up to 25% in the 50% dot area. Ensure midtones are lighter and have more contrast to compensate for the dot gain.

Sizing

When preparing your advertisement in your native program, please ensure that your paper size and your advertisement size are the same. Registration and trim marks are not required for newsprint.

Fonts and type

We do not recommend reversing text out of four colour images.

Minimum type sizes:

- ✓ SINGLE SOLID COLOUR (CMYK): 6pt
- ✓ COLOUR on white background using two or more colour plates: 8pt
- ✓ REVERSED out of one colour plate: 8pt
- ✓ REVERSED out of two or more colour plates: 12pt san serif bold

LED Billboards & FIDS



The artwork/content created for digital billboards should be approached differently than artwork created for magazine/newspaper advertisements. The content on a digital display must not only be vivid and use contrast properly, it must be brief to be effective.

Delivery

- ✓ **Static Images** 1920 x 1080 pixels
72ppi JPEG files only in RGB format
- ✓ **Animated Files** 1920 x 1080 pixels MP4 or .mov files only

Some tips for digital billboard content success

Simple. Bold. Legible. Brief.

Though digital billboards show an ad for approximately 7 to 10 seconds, those that are most effective should be "devoured" in three seconds. Build the message based on the three-second rule. Narrow the focus and decide what your message will be. Make it concise. The message can be one of the following: • a person • service • product • a local brand • a national brand • call to action • price • special promotion • web site • location • an event • a specific time

Define Layout

The most important principle for creating effective outdoor content is visual prioritisation of the message. Consumers can't hear and understand four messages at once; they can't see and understand four messages at once, either. People read in chunks of information. They scan across, then down, and pick up information in logical sections. The more distinct those sections of information, the faster people interpret the meaning or the purpose of the message. Using hierarchy of communication helps speed comprehension and increases retention of the message.

Readability

Select easy-to-read typefaces. Large, bold fonts make it easier for your audience to read and comprehend text from different viewing distances. In addition, text using all capital letters is harder to read. Use text made up of both upper- and lower-case letters.

Avoid White Backgrounds

With LED technology, the use of emitted light, white or very light colours may repel the eye—not the desired response in advertising. Even though our digital displays are fully capable of producing white and pastel colours, it is not recommended. Taking advantage of the colour capabilities is thoughtful and in general more pleasing to the eye. If white or pastels must be used, the content should only be scheduled for daytime viewing.