

ShopoLite Production Specifications

Specifications:

Visual safe area: 975mm (w) x 1480mm (h) - (Items outside the visual area may be covered by the lightbox frame)

Trim size: 1010mm (w) x 1510mm (h)

Substrate : 288gsm synthetic paper

Artwork Requirements

- Files must be supplied at 1/3 of the final size at 300dpi
- Artwork templates can be supplied upon request
- Create artwork in CMYK format
- All fonts should be either supplied with the artwork or converted to paths
- All images should be linked, rather than embedded
- Creatives to be submitted as high resolution PDF

Artwork Approval

Please email a low-res PDF of artwork with your material instructions to your Campaign Delivery Executive prior to printing obtain display approval.

Artwork Submission

For clients using oOh!'s print production service, all artwork is required 2 weeks prior to the campaign start date. Please supply high-res artwork via email or FTP. Please contact your Client Service Coordinator with any questions

Spares

It is recommended to supply an additional 10% above the campaign quantity as spares.

Delivery

All material is required by 4pm on the Monday prior the campaign start date (7 days). Posters should be delivered in cardboard or plastic tubes - do not use staples as these damage the posters.

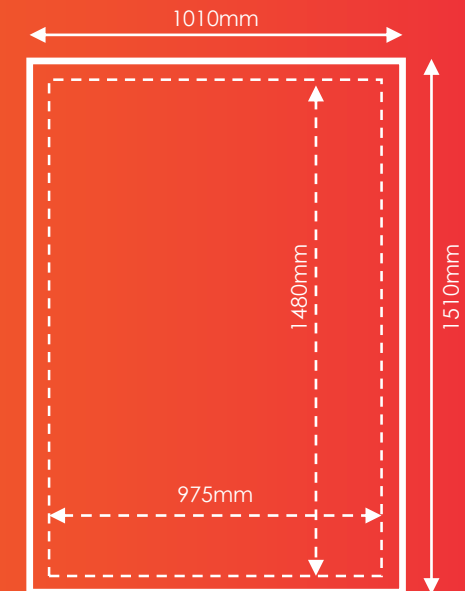
Late delivery of material will cause your campaign start date to be delayed or additional installation charges.

Poster Recycling

oOh! recycles all printed poster copy at the end of the display period

Questions? Need more information?

Please contact your Client Delivery Executive



- Trim size
- - - Visual safe area