

DIRECT ARTWORK SPECIFICATIONS

click here to stand a chance to win with your design

<http://www.cookin.co.za/adreach/ARTOFOUTDOOR.html>

**MORE
REPETITIVE**

**MORE
CAPTIVATING**

**MORE
VALUE**



STREET POLE AD & SUPALITE ARTWORK SPECIFICATIONS

PLEASE READ BEFORE COMMENCING WITH ARTWORK DESIGN.

PLEASE SUPPLY FINAL ARTWORK AS

- Freehand v11 / Adobe Photoshop / Corel Draw v12 / Indesign / High resolution PDF files.
- **Please convert text to paths/curves.**
- Resolution:
 - If you are working to the full size, you can use 150dpi as the resolution.
 - If you are working to a smaller percentage, please use 360dpi as the resolution.
- **Artwork for all Street Pole Ads & Supalites nationally to be supplied as per the following specifications (resizing for different areas to be done by Adreach):**

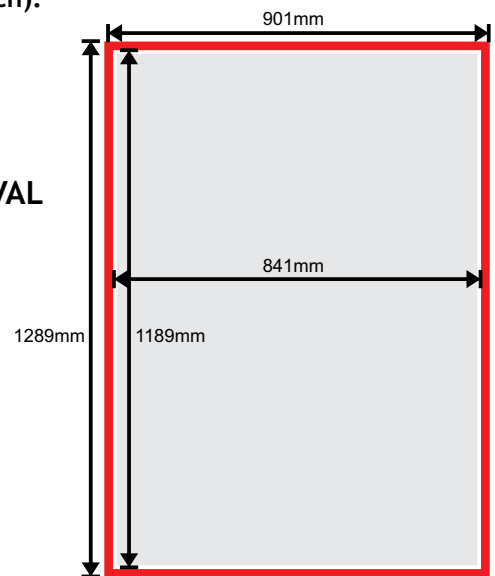
Visible Size: 841 x 1189mm

Sheet Size: 901 x 1289mm

Bleed: 30mm on the left and right, 50mm at the top and bottom

PLEASE EMAIL JPEG'S / PDF'S OF ARTWORK FOR APPROVAL PRIOR TO SUPPLYING FINAL ARTWORK, TO

Johannesburg: delmarie@adreach.co.za
 Pretoria: design@adreach.co.za
 Port Elizabeth: sioux@adreach.co.za
 Durban: laura@adreach.co.za
 North Central: laurent@adreach.co.za
 Cape Town: lillan@adreach.co.za
 Mpumalanga and Limpopo: karen@adreach.co.za



NO DISCS WILL BE ACCEPTED WITHOUT

- A4 colour layouts / proofs.
- A pantone colour reference.

LEAD TIME

Lead-time is 7 WORKING DAYS from date of receipt of all paperwork and final artwork approval by all parties concerned.

SAMPLE PRINTS

If you are printing more than 100 signs, you will be required to sign off a sample print. This will add 2 days to the turn-around time.

TERMS & CONDITIONS

- The quote for artwork has to be signed-off by client prior to printing taking place.
- Invoice for printing and production to be paid on presentation of invoice.
- Should additional artwork be required this will be for the client's account.
- Should the client cancel the contract after printing has been done the client will be liable for all artwork costs.
- Printing and production cannot commence without a print order.
- Should the client supply their own prints, please note:
 - The only cost to the client is for application and installation. Costs will be subject to quotation.
 - Prints must be supplied on block-out vinyl, minimum 720dpi - no exceptions.



DESIGN HINTS

FONT

Text Text is measures as follows

- The lettering height must be **60 - 70mm**.
- Use only **bold and thick** font types.
- Use the maximum lettering size that the artwork space will allow for (i.e. don't leave blank spaces on either side or on top and bottom of advert). Use all negative space.
- Keep main message text in the same font and same size; a good example is a banner headline for the newspapers.
- Leave adequate letter and word spacing to improve legibility (avoid letters touching).

REMEMBER: FONT TYPE IS MORE IMPORTANT THAN FONT SIZE!

CAN YOU SEE ME
CAN YOU SEE ME
CAN YOU SEE ME
CAN YOU SEE ME
CAN YOU SEE ME
CAN YOU SEE ME

70mm
60mm

CAN YOU SEE ME
CAN YOU SEE ME
CAN YOU SEE ME
CAN YOU SEE ME
CAN YOU SEE ME

See how choosing the right font makes your campaign more effective

CAMPAIGNS

- Campaigns using 3 to 5 consecutive boards should be consistent and communicate as a unit.
- It is advisable to keep background colours consistent.



CONTENT

- Simple single-minded messages work best.
- Don't use more than **8 words** per advertising sign (rather spread your content over two or three consecutive advertising signs).
- No traffic signs are allowed (nor artwork resembling traffic signs).

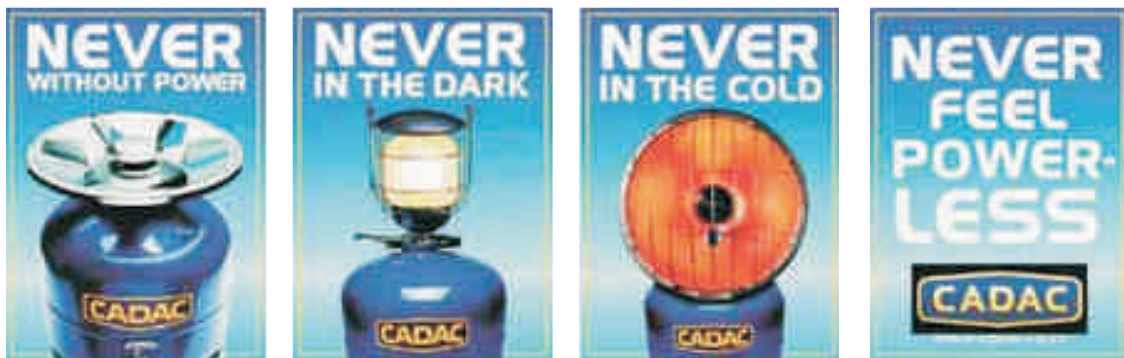
FOR PRETORIA

- No consecutive storyboards are allowed (stand alone messages only).
- A logo must be on every board to a minimum size of 250mm in height.

This is an example of an ineffective campaign



This is an example of an effective campaign



COLOUR

- High contrasting colours work well, especially when contrasting foreground and background.
- Colours that work well together on artwork include dark colours and white; red and white; and yellow and black.
- The simpler the background the more legible the ad. Complex visuals with dark shades are not legible from a distance.
- Reflective material can be utilised on request subject to quotation.
- For ILLUMINATED SIGNS it is advisable to use darker backgrounds with lighter text.

