



# Aston Expressway Banners

BIRMINGHAM

# Aston Expressway Banners

## Artwork Specifications



### Contact

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### Location

The Aston Expressway, Jctn. Holt St, B4 7DS

### Geo Coordinates

OS X 407598 & OS Y 287996.

### Deadline

10 business days prior to live date

### Size

6650mm (w) by 10500mm (h) each (North & South)

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## Artwork Specifications

### ARTWORK GUIDELINES

#### SCALE, FILE SIZE & DPI GUIDE

Files can be supplied in different scales (10%, 25%, 50%, etc) Please ensure that the dimensions are still in proportion with the required final DPI sizes, i.e. 90dpi file at 10th scale will be 900 dpi Your artwork needs to have a DPI score depending on how close the print will be viewed. Supplying files at optimum resolution will maximise the efficiency of processing your order.

#### Vewing Distance      Min DPI Requirement

1 to 2 metres	80 - 100 DPI
2 to 5 metres	50 - 70 DPI
5 plus metres	20 - 40 DPI

#### SUPPLYING YOUR ARTWORK

##### EMAIL

The easiest way to send us your artwork is via e-mail. Send your files to your dedicated account manager or to [customerservice@mediaco.co.uk](mailto:customerservice@mediaco.co.uk) .

##### WEB UPLOAD

If the files are too large to send via email, you can use our new server. Simply visit <http://81.133.64.20/upload/> to register an account or to log in to your existing account and upload the files. Make sure that you remember your username and password and that you include the details of your account manager.

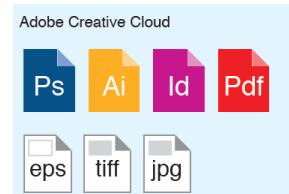
##### YOUR CHOSEN SERVER (FTP)

If you prefer to forward us the files through your own server, please send a download link to your dedicated account manager or to [customerservice@mediaco.co.uk](mailto:customerservice@mediaco.co.uk)

##### POST

You also have the option to send us your artwork files by post. To do this, simply use your media of choice (CD, DVD or a Memory Stick) and send them to your dedicated account manager or our customer service team: Churchill Point, Churchill Way, Trafford Park, Manchester, M17 1BS, United Kingdom

### FILE FORMATS & SETUP



- Please supply your files with 20mm bleed to each edge. This increases to 50mm for Blackback and Decotex.
- Do not include any crop marks or print information, like colour bar or centre marks on supplied Pdf's.
- High-res Pdf's with embedded fonts can be supplied for print output but please ensure the correct amount of bleed has been added.
- Native files can also be packaged and supplied including all fonts.
- Fonts can be outlined if no extra editing is required.
- For multi-panel jobs do not segment your artwork, supply us clear split instructions and we'll do the rest.
- Please ensure that each file is no larger than 1GB when open.
- Please supply a low res pdf proof of your artwork. Customer Service will view and check for any order discrepancies.
- For specific colour matching please detail Pantone reference or send hard colour copy proofs.