

Roadside 48 Sheet Spec



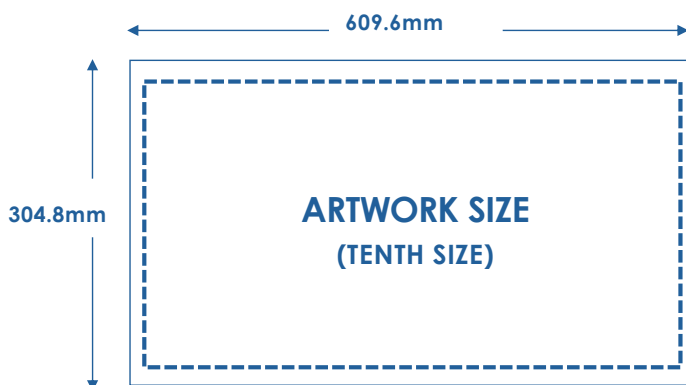
✓ Compliance & Approvals

All artwork is subject to approval with final artwork **required a minimum of 14 days before campaign live date.** For more details on copy approval please visit: [Copy Approval Policy](#)

✓ Artwork Production Spec

Display Area:	5,946mm x 2,948mm(Full Size)*
Overall Size:	6,096mm x 3,048mm(Full Size)
Bleed:	5mm all around
File Format:	High-Res CMYK PDF Embed / outline images and fonts
File Size:	Up to 25MB
File Name:	SiteType_LiveDate_CampaignName
DPI:	300 dpi minimum

*Due to paper-stretch when wet-posting, Global strongly suggests that advertisers pay particular attention to the Display Area. Ensure key text and imagery at least 15 mm from the right edge and 10 mm from the bottom to avoid the hoarding frame.



☒ Display Size

594.6mm x 294.8mm

☐ Overall Size

609.6mm x 304.8mm

✓ Please ensure artwork complies with the following:

All images to be supplied at artwork size, in line with the template, and recommended no lower than 300dpi

Do not supply spot colours or RGB images / text – will be converted on import

If spot colours are required, then please contact a member of the campaign preparation team: our prices are based on 4 colour CMYK

Objects and text should be checked if they need to knock out or overprint. Global are not responsible if specs are not adhered to and artwork is set up incorrectly

Do not use a scale factor on export

Export the template as a PDF with an ICC profile of FOGRA39L and applying the document bleed settings

PDF should be version 1.6 or newer

✓ Supplying Artwork

Please ensure artwork is sent to:

productionNI@global.com

Copy referrals

Copy referral can take up to 5 days. If artwork is provided on T-17 and it requires referral, then the approved copy would in effect be delivered on T-12 and be considered late, and delivery of the campaign may be affected.

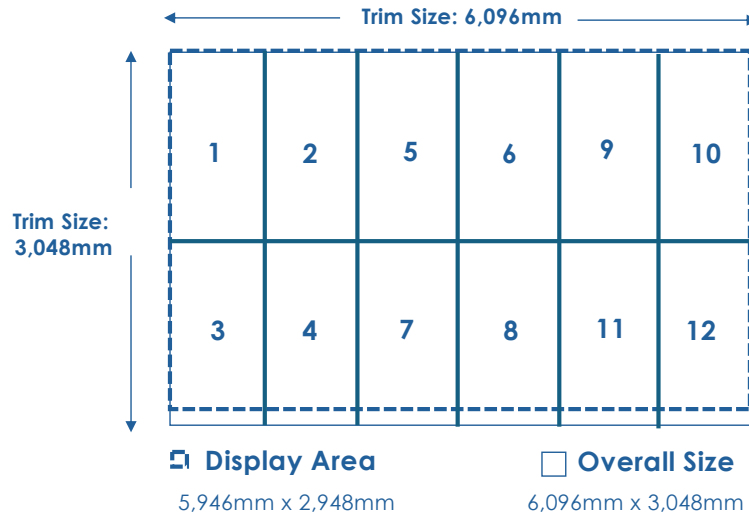
Failure to comply with these deadlines, means that the campaign will be non-compliant and at risk of being under delivered in part or full.

NI Production Team

For any artwork delivery related questions, please contact productionNI@global.com



Print Production Spec



Trim Size:

Posters must be trimmed to the Overall Size

All 12 sections must be printed on individual sheets, measuring 1524mm deep x 1016mm wide with additional UNPRINTED overlaps suitable for posting left-to-right and top to bottom.

OVERLAPS - Please refer to the line drawing above.

Panels 1, 2, 5, 6 and 9 will require a 10mm UNPRINTED overlap on the right-hand edge.

Panel 10 will not require any overlaps.

Panels 3, 4, 7, 8 and 11 will require a 10mm UNPRINTED overlap on the right-hand edge and the top edge.

Panel 12 will require a 10mm UNPRINTED overlap on the top edge.

Material:

120gsm Blue Back Paper

Packing Details:

Please deliver posters collated in the sequence shown in the line drawing, folded and wrapped in packages of no more than 10. Posters delivered in this way will be accepted on pallets.

Every consignment of posters delivered must have a Delivery Note attached indicating the in-charge date, the advertiser, the number of designs, a title for each of the designs and the quantity of each design.

Spare Posters:

A minimum of 10% posters is recommended

Delivery Deadline:

Posters must be produced to the exact specification set out above and delivered **14 calendar days before** the 'In-charge' date of the campaign.

Please note: Global is not liable for compensation claims against any campaign where posters have been received after the delivery deadline.

Poster Delivery:

Posters should be delivered to: Global Service Depot, Unit F9, Inspire Business Park, Carrowreagh Road, Dundonald BT16 1QT.