Bus
Supersides 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

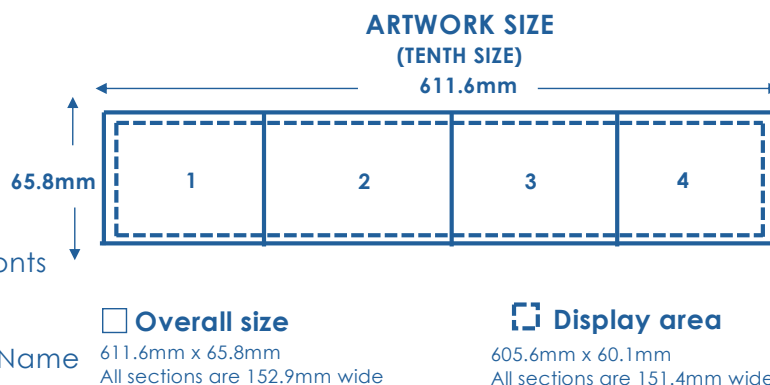|	
Display Area:	6,056mm x 601mm (Full Size)
Overall Size:	6,116mm x 658mm (Full Size)
Bleed:	3mm all around
File Format:	High-Res CMYK PDF Embed / outline images and fonts
File Size:	Up to 25MB
File Name:	SiteType_LiveDate_CampaignName
DPI:	300 dpi minimum
Barcodes:	To be added by our printer

ARTWORK SIZE
(TENTH SIZE)
611.6mm

65.8mm

| 1 | 2 | 3 | 4 |

☐ **Overall size**
611.6mm x 65.8mm
All sections are 152.9mm wide

⌞⌝ **Display area**
605.6mm x 60.1mm
All sections are 151.4mm wide

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

Link to InDesign File: Supersides

✅ Supplying Artwork

Please ensure artwork is sent to:

National:
NationalCampaignPreparation@global.com

Local:
LocalCampaignPreparation@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.

Campaign Preparation
For any artwork delivery related questions, please contact: NationalCampaignPreparation@global.com or LocalCampaignPreparation@global.com

Creative Guidelines
Find our creative guidelines here: Creative Guidelines