



# Artwork Spec Guide

**48 sheet backlit springflex @ Braehead Shopping Centre**

## Artwork dimensions:

**Visual size 6096mm(w) x 3048mm(h)**  
**Bleed size 6336mm(w) x 3288mm(h)**

## Artwork can be created on Mac or PC in the following programmes:

- **QuarkExpress 4, 5 & 6**
  - Save your job as an open Quark file with all logos, scans & fonts present. Please do not supply Quark eps files as we will be unable to use them
- **Adobe Illustrator 8, 9 & CS**
  - Any scanned or rasterised images MUST be compatible with this program
- **Macromedia Freehand 10**
  - If converted to EPS also provide editable file
- **Acrobat (PDF)**
  - If artwork is supplied in Acrobat the files are to be saved hi-res preferably CMYK or RGB for photographic work. Artwork to be created in pro to finished size and include bleed. If there are any special instructions or information ie:- pantone colours please tag this to the file.
- **Adobe InDesign CS**
  - If converted to EPS also provide editable file

## Fonts

All fonts used in the files created by any of the above programmes should be supplied as we can not guarantee being able to match from our own library. Alternatively outline fonts in Freehand or Illustrator.

## Finished Artwork Output Dimensions

Artwork must be presented to scale i.e. 1:10, 1:20, 1:100, 1:200 etc.

## Finished Rasterised (scanned) Image Output Dimensions

Images should be produced to 300dpi at 1:10 scale. Please allow for bleed.

e.g. Site size: 6096mm x 3048mm = Photoshop file: 609.6mm x 304.8mm @ 300dpi = 98.9mb

Most Images between 200mb & 300mb will produce good results depending on your origination.

Our printer's pre-press RIP's are outstanding at re-creating your images to final output size so please do not surpass 600mb as no quality will be gained on the final output.

## Supply of Artwork

Artwork can be provided on any of the following disk formats: DVD: 4.7GB, CD-Rom: 740mb, PLEASE SEND DISK WITH HARD COPY ALSO

Files should be sent by email ([ndixon@peeladvertising.co.uk](mailto:ndixon@peeladvertising.co.uk)) or FAO Diane Rhodes / Nadine Dixon at the following address:

**PEEL ADVERTISING LIMITED**

**Management Suite  
The Trafford Centre  
Manchester  
M17 8AA**

PLEASE NOTE>> finished artwork needs to be with us NO LATER THAN 10 WORKING DAYS PRIOR TO THE START OF YOUR CAMPAIGN – this is to ensure there is ample time for production