ARTWORK REPRO SPECIFICATIONS

With changes in technology, we have changed our artwork specifications in order to be able to transfer files digitally, without the need for personal delivery. This is in the interest of both a faster turnaround time, and reducing our carbon footprint.

Please consider the environment, and be aware that we will no longer accept files in any other format than the below.

FILE FORMAT
FILES SUPPLIED MUST BE IN PDF FORMAT

BILLBOARDS:
BILLBOARD RESOLUTION - 480dpi prints
3m x 4m, 3m x 6m ; 3m x 12m, 5m x 20m, 7.5m x 5m, 4.5m x 18m, 5m x 20m 12m x 10m etc
• Images (scans) should be full colour CMYK, approx A3 at a minimum of 300dpi.
• Convert all type to paths.
• **Save as a PDF at 10% of final size.**

SMALL FORMAT MEDIA + AIRPORT MEDIA: Including Suburb Signs, Street Poles, Bus Shelters and Street Finders
HIGH RESOLUTION - 720dpi prints – 1440dpi
Images (scans) should be full colour CMYK, approx A3 at a minimum of 500dpi.
• Convert all type to paths.
• **Save as a PDF at 10% of final size.**

You may use Pantone references for spot colours, CMYK % values are not acceptable, due to differences in pigment hues from printer to printer. We print in CMYK but will try to match Pantones as close as possible.

All artwork must be uploaded to our FTP site as per the details below.
Please email the relevant Media Specialist at Think-Aloud Ltd. and advise them once the file has been uploaded.

Please note that we will send a jpeg back to you for final approval. We will not send Iris or Chromalins.

Think-Aloud Ltd. folder for saving
Please ensure that you put the following as a reference:

• Company Name
• Artwork Name

thinkAloudLtd.
creatively done