

# HORIZONTAL

## Technical Specifications

Artwork: height (in) x width (in)

### 1:12 Scale

Bleed	10.50" x 20.50"
Trim	10.00" x 20.00"
Visible Opening	10.00" x 20.00"
Safety	9.00" x 19.00"

All Astral Markets – Frontlit

### Formatting and preparing artwork file

#### Images

All images should be **minimum 300dpi** and no larger than 400mb at 100% artwork size.

#### Files

Build all files in CMYK for 4 colour process printing. Pantone or spot colours should be converted to CMYK equivalents. Indicate PMS colours in file or on proofs for matching. Gradients of less than 5% will not reproduce at final printed size. For deeper blacks, please use the following percentages: 60%C; 60%M; 60%Y; 100%K. Please supply a low resolution pdf for our client file.

#### Layout applications

QuarkXpress – InDesign – Illustrator – Page Maker – Photoshop.

For Photoshop files: save in separate layers (working files).

Rasterize (render) text layers – otherwise include all fonts with file.

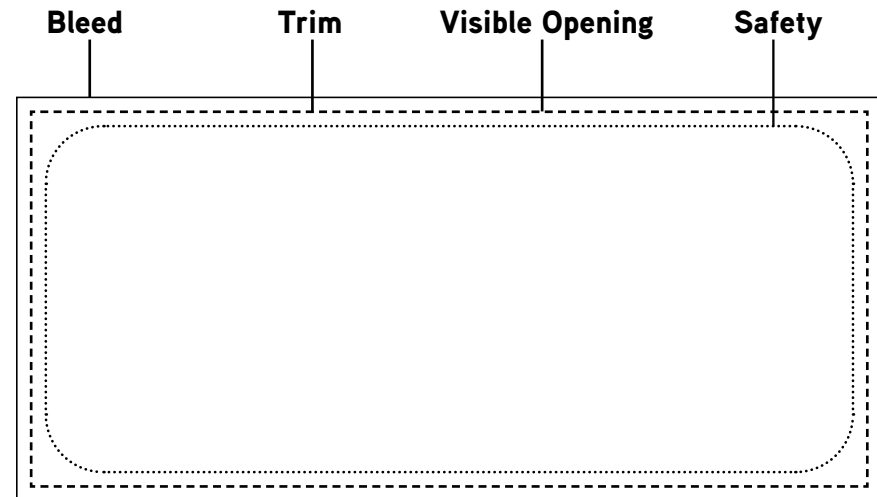
For Illustrator files, convert fonts to paths.

#### Fonts and characters

Copy must not go beyond the safety area. Use bold and contrasting type for visibility from a distance.

Distance testing templates are available at:

[www.astraloutofhome.com/en/services/production/](http://www.astraloutofhome.com/en/services/production/)



Corners have a 16 degree radius.

# HORIZONTAL

## Technical Specifications

**Printed Format : height (ft) x width (ft)**

Bleed	10'6" x 20'6"
Trim	10' x 20'
Visible Opening	10' x 20'
Safety	9' x 19'

All Astral Markets – Frontlit

### Printing & Material

Type of printing required:  
Digital or Lithography

### Required material

81 lb. coated outdoor opaque wet strength blueback paper. **Please note that outdoor paper stretches when wet. The printer is responsible for allowing for this when printing.** The client is responsible for the quality of the material provided to Astral Out-of-Home for posting.

### Inks

U.V. inks are not acceptable as they prevent the glue from permeating the paper for posting. Inks must be UV resistant.

### Posting marks

Posting marks must appear on each sheet, where an overlap occurs, even though there may be no image present. We recommend that these marks be inserted at the blow-up stage. If these marks are absent, we cannot guarantee posting accuracy.

Ask us for a quote to print your posters. Astral offers print services at very competitive rates.



### Production Department

Toronto: 416-924-6664  
Montreal: 514-529-6664

# HORIZONTAL

## Technical Specifications

All Astral Markets – Frontlit

### Finish

#### Sheet size

Each top sheet (A1, A2, A3, A4, A5) measures 60.18" x 48.6".  
This includes a 1" overlap and bleed on the right side of each sheet.  
Each bottom sheet (B1, B2, B3, B4, B5) measures 61.32" x 48.6".  
This includes a 1" overlap and bleed at the top and the right of each sheet.

### Sheet Labelling

Each sheet must be coded clearly at the bottom of each sheet as per the numbering system indicated.

### Collating

Sheets must be collated in the order they are posted, as follows: A1, B1, A2, B2, A3, B3, A4, B4, A5, B5. Posters must be folded in individual sets. Sheets should be folded slightly off center for easy handling by the pre-paster. Posting keys must be inserted into each poster.

### Shipping

Each package shipped must be correctly identified: c/o Astral Out-of-Home, advertiser's name, quantity of posters in each package, a copy of the visual contained in each package.

No more than 10 posters should be packaged together either in a cardboard box or wrapped in strong paper.

**Please contact the Astral Out-of-Home Production Department to confirm quantities, including overage, and shipping information.**

<b>A1</b>	<b>A2</b>	<b>A3</b>	<b>A4</b>	<b>A5</b>
<b>B1</b>	<b>B2</b>	<b>B3</b>	<b>B4</b>	<b>B5</b>