

SUPERBOARD – 14' x 48'

Technical Specifications

Artwork: height (in) x width (in)

1:12 Scale

Bleed	15.00" x 49.00"
Trim	14.50" x 48.50"
Visible Opening	14.00" x 48.00"
Safety	13.50" x 47.50"

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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.

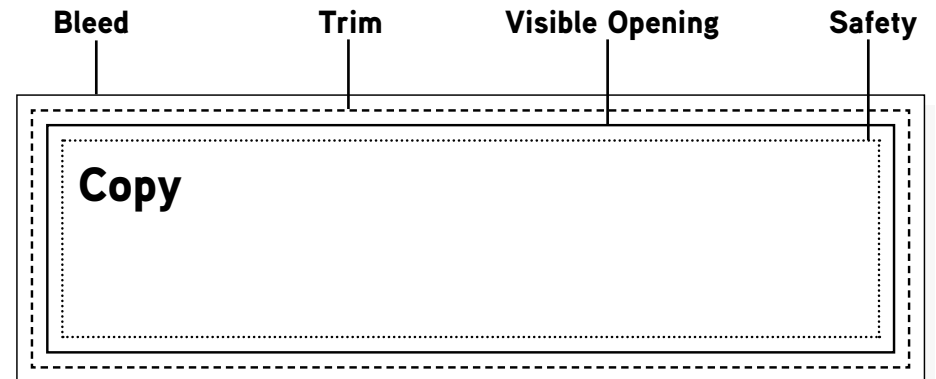
For Illustrator files, convert fonts to paths.

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/



SUPERBOARD – 14' x 48'

Technical Specifications

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

Bleed	15'	x	49'
Trim	14'6"	x	48'6"
Visible Opening	14'	x	48'
Safety	13'6"	x	47'6"

Printing & Material

Required Material

Flex vinyl for outdoor use.

Minimum weight: 13 oz

Inks must be UV resistant.

Finishing

4" pockets all around with a 1" weld or double stitching. Vinyl must be printed in a single piece.

Shipping

Each package shipped must be correctly identified: c/o Astral Media Outdoor, advertisers name, quantity of posters in each package, a copy of the visual contained in each package.

Roll or fold the vinyl and package each vinyl separately using cardboard tubing or vinyl to wrap securely.

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

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

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Production Department

Toronto: 416-924-6664

Montreal: 514-529-6664