

487 Bouchard Street
 Top Floor, Sudbury ON P3E 2K8
 705.522.2460 705.522.5710 fx

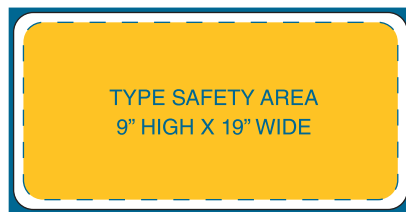
Trim Board

- Final Size - 10' x 20' (120" x 240")
 - 1/12th file size - 10" x 20"
 - 1/12th bleed - 0.25" = 10.5" x 20.5"
 - 1/12th copy safety - 9" x 19"
- File resolution - 300dpi @ 1/12th size PDF

THREE STEP GUIDE TO SETTING UP YOUR BILLBOARD ARTWORK:



1) SIZE AND RESOLUTION OF YOUR FINAL ARTWORK FILE: The artwork you prepare must be 10.5" high x 20.5" wide at a resolution of 300dpi. This includes the area known as 'Bleed' which is the .25" outer edge that is trimmed after the paper is mounted on the billboard structure. The 'Bleed' is essential to ensuring that your artwork background extends to the edge of the billboard structure on all sides.

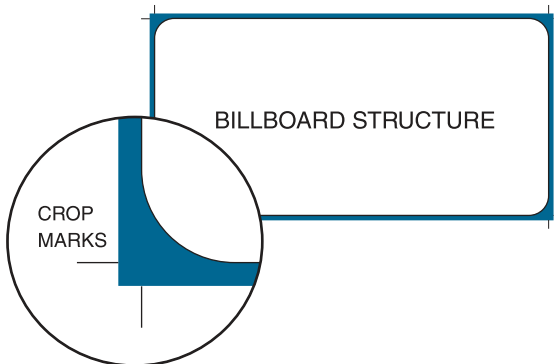


2) MAKING SURE YOUR COPY AND LOGO ARE VISIBLE AND NEVER TRIMMED: To ensure that your copy, logos and key images are fully visible and never in danger of being trimmed during the mounting of your artwork on the billboard structure you must place them a minimum of .75" in from the edge of your artwork on all sides. This 9" high x 19" wide area in the center of your artwork is known as the 'Type Safety Area' which literally means the area where your typed copy is safe.

3) FINAL STEPS: Your final steps in preparing artwork to be printed must include checking that your artwork colour is set to CMYK (not RGB and no special PMS colours can be included).

You must also ensure that you have included 'Crop Marks', these are guides that are essential to mounting your artwork on the billboard structure. They are short black lines set outside your artwork that mark the .25" outer edge 'Bleed' all around your artwork. So if connected from side to side the 'Crop Marks' would trim your artwork down to 10" high x 20" wide.

And finally, the type of file you provide can be a jpg, a pdf or an eps.



NEED HELP?

If you are still unsure of how to complete the above steps to properly set up your billboard artwork, one of our Production Artists can prepare the final artwork file for you. A minimal charge may apply, please contact your Sales Rep.



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