Alpine Media

2010 Advertising Production

Ad Bloc Production

January 2010

DISPLAY TYPE: **Safety Bar signage**

AD BLOC SIZE:

Bleed	**232.7mm x 54.6mm (landscape)**
Display	**228.7mm x 50.6mm (landscape)**

ARTWORK REQUIRED: Our preferred final format is high resolution CMYK PDF with all fonts embedded or turned to paths. Otherwise you can supply files from the following applications. Freehand MX, Illustrator CS, Corel 12 or Photoshop CS formats. All text should be converted to outlines/paths before sending us the files. Please do not supply files with embedded images, all photographic artwork should be linked to your file. All colours will be printed as CMYK.

FORMATS WE DON'T ACCEPT:
Adobe Pagemaker, Quark Xpress, MS Publisher, MS Word, MS Excel

MEDIA TYPES:
Files for printing should be supplied to us on CD

FILE SIZE & RESOLUTION: All files should be set up to the exact dimensions of the Ad Bloc. 228.7mm x 50.6mm trim size. Please allow a 2mm bleed all around.

File resolution should be set at 300dpi min. for all files.

PRINT MEDIUM: Clear self adhesive PVC

ARTWORK DEADLINE: May 17th, 2010

SPECIAL INSTRUCTIONS: Artwork to go directly to:

Alpine Media Ltd
artwork@alpinemedia.co.nz

Please call us if you need a courier drop address.
03 376 4194

PLEASE NOTE!
For the added security of your media, we now place a holding screw in the lower left corner of the Adbloc lens. Please note the location as below and allow for this in your artwork. Shown at actual size.