

# **BUILD HOLLYWOOD<sup>TH</sup> DIABOLICAL JACK JACKARTS**

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**ARTWORK SPECIFICATIONS**

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## Artwork Specifications

To minimise problems, please adhere to the following guidelines:

- Please supply artwork as high-res PDF only. Please **DO NOT** include RAW files/Working files.
- Please ensure PDF Export Settings are checked and contain no image compression whatsoever. DO NOT DOWNSAMPLE should be the only option selected on all available drop down boxes.
- Please supply artwork on a single link that contains nothing but the high-res PDFs that require printing.
- Please ensure that all logos, text and important aspects of the creative are within the Safe Areas provided. This will avoid the risk of your artwork being cut off or hidden behind frames.
- Produce 4 sheet artwork at 50% scale @ 300dpi.
- Produce 8 sheet and 16 sheet artwork at 25% scale @ 300dpi.
- Produce anything above 16 sheet artwork at 10% scale @ 600dpi.
- All artwork should be CMYK, any solid black should be made out of Cyan 40% / Magenta 40% / Yellow 40% / Black 100%.
- When possible, artwork should be supplied with all fonts outlined to minimise font conflicts.
- Wherever possible, vector artwork should be used, especially for any text/logo elements.
- Please supply fles no larger than 30OMB each (when possible).
- Always incorporate bleed into your job at 8mm full size.

### PLEASE NOTE:

Please avoid using any 'overprint' settings as this can result in objects not printing as intended. If overprint is used, and the job requires a reprint due to an object dropping off (such as a logo) then the reprint will be at additional cost to the client.

Artwork produced outside of these specifications may be subject to extra charges and a delay in production.

## Supplying Artwork

- Artwork can be supplied on your FTP for us to retrieve. Supply us with a link, username and password - clearly marking up your file/folder.
- Wetransfer etc. accepted.

## Duplicate Artwork

- Please refrain from supplying artwork categorised by site name, as this often results in the same artwork being used under multiple different names. We require only 1 copy per creative used and the Posting Instruction Document should be completed, clearly showing where each different creative should be placed across all sites booked. We may request artwork resubmission if this is not adhered to.

## Proofing

- All creatives should already be signed off internally by the time they’re shared with us, so please be aware that artwork alterations after the artwork submission deadline has passed may result in the campaign being posted later than the agreed date. We will share low-res digital proofs for approval, where appropriate, but please note, the proofs are for visual layout purposes only. Mistakes such as dates/spelling should already have been rectified at the design stage. **ONCE PROOFS ARE SHARED, WE REQUIRE FEEDBACK WITHIN 24 HOURS TO AVOID ANY DELAYS IN GOING TO PRINT.** For any more information, please see our [full FAQ document](#)

## Get in touch for further information

+44 (0) 20 7916 5483

DIABOLICAL: [sayhello@diabolical.co.uk](mailto:sayhello@diabolical.co.uk)

JACK: [sayhello@jackagency.co.uk](mailto:sayhello@jackagency.co.uk)

JACK ARTS: [sayhello@jack-arts.co.uk](mailto:sayhello@jack-arts.co.uk)

# BESPOKE SITE SPECIFICATIONS

## NEW CROSS GATE

### FULL SITE TAKEOVER

Finish Size: 4572mm w x 1143mm h  
Safe Area Margins: Left 50mm, Right 50mm,  
Top 50mm, Bottom 50mm  
Please supply at 25% of finish size

Artwork Size:  
1143mm w x 285.75mm h + 2mm bleed

### SINGLE PANEL

Finish Size: 762mm w x 1143mm h  
Safe Area Margins: Left 50mm, Right 50mm,  
Top 50mm, Bottom 50mm  
Please supply at 25% of finish size

Artwork Size:  
190.5mm w x 285.75mm h + 2mm bleed

