



SPECIFICATION SHEET- Taxibacks

PRODUCTION DETAILS:

OVERALL POSTER SIZE (trimmed): 895mm wide x 420mm high (Landscape)

Trimmed sizes must not be less than above but can be up to a maximum of 2mm oversize on width and height

VISUAL IMAGE SIZE (bleed to trim edge): 876mm wide x 400mm high (Landscape)

Bleed edges are concealed by poster frame.

POSTER MATERIAL:

- **3.3mm (1/8") Corflute** either printed direct or with sticker overlayed onto Corflute
- Corflute ribs to run parallel to longest edge (**critical for strength**)
- Ink strength and sticker vinyl must be able to **allow low light to illuminate** poster with minimal colour variation
- Self adhesive sticker vinyl must be able to last the duration of campaign period
- Inks to be UV stable
- Overlaminates is desirable for posters to last longer than 6 months.

ARTWORK DISC FORMAT:

Screen Print

- PC or Mac @ 50 line screen ruling saved as high resolution

Digital Print

- Most software packages accommodated. Files to be saved separately and in high resolution.

PRINTING NOTES:

Confirm printing process to be used with Taxi Ad **before commencing artwork** (ie screen or digital). Generally runs less than 50 posters will be digitally printed.

Leadtime for printing is 10 working days

OUTDOOR DESIGN TIPS:

- ✓ Simple messages work best
 - ✓ Strong colours attract the eye
 - ✓ Great images can save on words
 - ✓ Font and background colours need to be easily distinguished
 - ✓ Font size best above 50mm for easy readability from over 20 metres
 - ✓ Imagine yourself as the viewer. What sort of ad would attract your eye?
 - ✓ Unlike billboards you have longer to catch the eye but keep the poster uncluttered.
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