

## ARTWORK SPECIFICATIONS

# JCDecaux CITYLIGHT

Output:	
Artwork:	612.5mm (w) x 920mm (h) (1/2 scaling). Plus 5mm bleed all sides.
Actual area & trim size:	1225mm (w) x 1840mm (h).
File transfer:	Print ready pdf to be supplied via wetransfer link or ftp. Host: ftp://gspprint.com.au login: gspprint Password: gspprint
Paper stock:	288gsm Plasnet (synthetic stock).
Accepted format:	High resolution print ready pdf files. Preferred option is for pdf to be exported with pdf/x-4 setting.
Resolution:	All high resolution images and files are to be supplied 300dpi at artwork size (cmyk).
Colours:	Convert all pantone spot colours to cmyk.
Fonts:	All fonts/text to be converted to outlines.

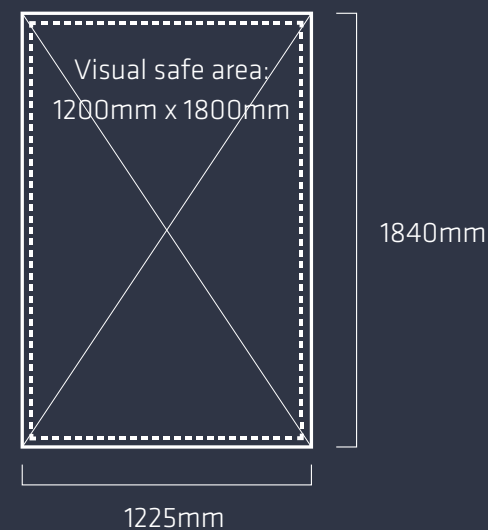
### Artwork Checklist:

If supplying PDFs, all bleed requirements must be per our specification. Please ensure that any trim marks appear outside the bleed area. In some cases pdfs will not be usable and we may request original files.

Please email low-res versions of all artwork to JCDecaux for approval-  
AU\_production@jcdecaux.com - prior to sending to printer.

Files are required to be named in the following format:  
CampaignName\_Citylight\_LiveDate YYYY\_MM\_DD

All brewed or distilled alcohol artwork must be approved by the ABAC - follow their instructions online.



Please ensure all text, logos and important elements appear within the visual area. Images outside this area will be covered by the lightbox frame.



# PRODUCTION INFORMATION

Thank you for your booking. In order to ensure efficient delivery of your campaign, please read the information below.

**Prior to the campaign:**

We are only able to prepare and distribute campaigns running in a particular week once all posters for that week have been received. If your campaign is late, additional labour will be required to deal with the resulting knock-on effects. These costs will be passed on to the advertiser as outlined in the contract. Whilst we will chase material from all relevant parties, the contracting party is ultimately responsible for fees relating to late delivery.

**After the campaign:**

Posters will be stored for 6 weeks, then recycled. If you do not wish your posters to be recycled, you can:  
1) Arrange for posters to be collected within 4 weeks of the campaign ending or;  
2) Notify your account manager that you wish the posters to be put into long term storage at a cost of \$1000 per month period per State.

Please note that disposal after 6 weeks will occur automatically and you may not receive further communication in relation to this. If you have any questions, please contact your account manager.

**Print Quantities:**

Please order booked quantity + 20%  
e.g. if 210 posters are required, the order would be:  
210 + 42 (20%) = 252 posters

If posting sites change during the campaign period, please contact [jcdecaux - au\\_production@jcdecaux.com](mailto:jcdecaux-au_production@jcdecaux.com)

All posters are to be packed and delivered in tubes weighing no more than 20kg each, not flat-packed or on pallets.

**Deadlines:**

All posters must be delivered 8 days prior to the campaign start date, to the designated warehouses below:

**Delivery:**

JCDECAUX SYDNEY  
Att: Evgeny Breus, (02) 9565 9925 or 0413 695 106  
Unit 3, 182-190 Euston Road, Alexandria, NSW 2015  
5.30am – 3pm

JCDECAUX MELBOURNE  
Att: Melbourne warehouse, (03) 9676 2033  
Unit 12, 331 Ingles Street, Port Melbourne, VIC 3207  
7am – 3.30pm

JCDECAUX BRISBANE  
Att: Lino Taglieri-Sclocchi, (07) 3270 1933  
Unit 3-4, 16 Duncan Street, West End, QLD 4101  
7.30am – 2.30pm