

Artwork Specification for Promoshowcase

Each Promoshowcase has the following advertising panels.

These are in millimetres and feet and inches.

▪ Roof Panels - x4 per side each	2865 x 478 9' 4" x 1' 6"
▪ Side Skirt Panel – x2	5757 x 379 18' 10" x 1' 2"
▪ Rear Skirt (below light board) – x1	1846 x 150 6' 0" x 5"
▪ Apex End Panels (triangular) – x2 Front and rear	1895 x 508 6' 2" x 1' 8"
▪ Internal end poster – x1	1940 H x 1910 W 6' 3" x 6' 2"

You need not work to finished size, as we will scale your artwork up before printing. We do recommend your designer produces artwork to scale and in proportion to the final size.

Software:

The ideal format for the 48-Sheet is as follows: -

- Quark Express 5 only – please include all third party extensions.
- Photoshop 7 only – any photoshop compatible files inc. Tiff, EPS, while Jpeg files should be saved at maximum quality.
- Freehand 10 only – If converted to EPS, please save as an editable format.
- Illustrator 10 only – parsed or placed images to be present with all text and strokes converted to outlines.
- Corel Draw – Please call the printers.
- High res pdf.

Fonts:

Always provide fonts used in the files created.

Scans:

For optimum image quality, please supply scans on disc.

These must be CMYK and in Tiff, EPS or Jpeg format. For the appropriate resolution and size for your scans, the following guidelines may prove helpful;

Final size dimensions x output resolution (56 dpi) = scan resolution
Artwork dimensions

It is also useful to save the images at 300dpi at your chosen ratio.

Disc Types:

CD Rom, ZIP.

If you require your artwork back then please enclose a stamped addressed envelope otherwise we will destroy it in 1 month.

Proofs & Colour Matching:

The digital printing machines print in CMYK only, always specify colours in CMYK process. If Pantone colours are to be matched precisely, please refer to the Pantone Solid or Process matching system.

Always supply a colour proof with your artwork, preferably a high quality 3M Matchprint, Kodak, Iris etc which we need for accurate print colour matching.

Colour or black and white laser prints will be accepted for layout purposes only. If a colour match is not supplied as specified, we will not be held responsible for any colour inaccuracies.

Time Scales:

Complete artwork is required 7 days prior to your campaign start date.

Promogroup is not responsible for chasing the copy and clients will be expected to pay the full cost of a campaign if creative is not received on time.

Where to send the artwork:

Please ISDN or post all artwork to:

B and P Lightbrigade Group Ltd
Chertsey Business Centre
3 Riversdell Close
Chertsey
Surrey
KT16 9AS

Tel: 01932 568555.
Fax: 01932 568841.
ISDN: 01932 569160.
Email: gpayne@bplightbrigade.com

The contact is Graham Payne; please use 'Promogroup' as the reference.