

Shoreditch Canvas – Digital & Banner Spec Sheets

Digital is Static Content – Jpeg : RGB Format

Pixel Size is 468 (w) x 720 (h)

In Photoshop, when creating your artwork at the correct pixel size DO NOT edit the resolution (pixels/inch) afterwards as this will increase the pixel size. The pixel size must be maintained.
If you edit the resolution (pixels per inch) field and therefore change the pixel size the file will be unusable and subject to resupply at the correct pixel size.

Please email the Jpeg to Veronica@cityoutdoormedia.com

Copy must be clearly labelled with the **Campaign Name, Screen Name & Start Date** & be delivered 5 working days before the 'live' date of the campaign.

BANNER PRODUCTION

Artwork must be delivered 2 weeks before the start date. See sheet 2 & 3 for sizes and Artwork Specification
Please email to: veronica@cityoutdoormedia.com

Late artwork delivery will result in a delay on your display.

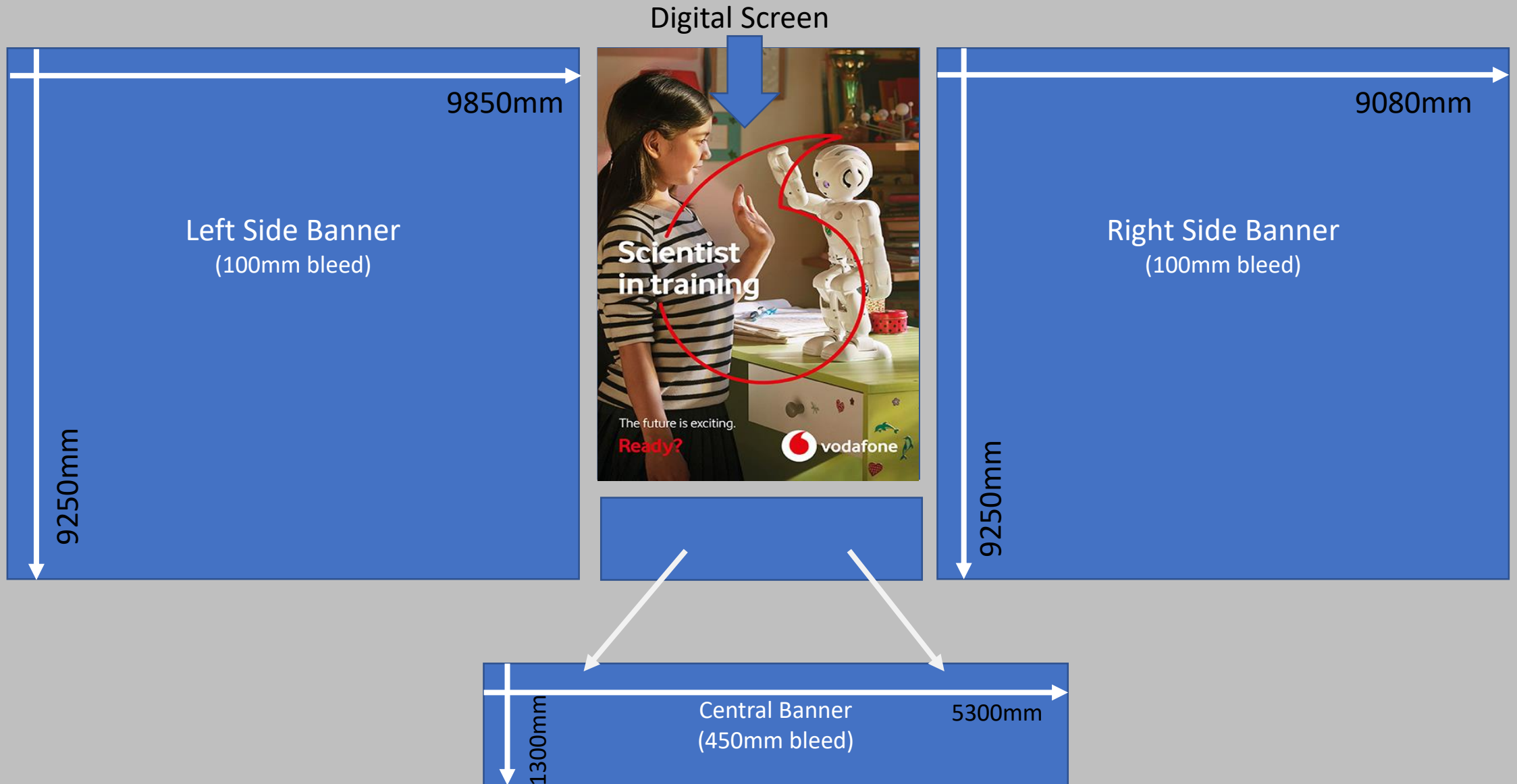
If you have any queries please contact Veronica@cityoutdoormedia.com
Or please call 0797 007 2910

468 px

720 px



SHOREDITCH CANVAS DIGITAL AND BANNER SPEC SHEETS



Artwork Specification

All media supplied in Apple Mac format. Supplied artwork to be in one of the following programs:

- **1) QuarkXpress 6.5** or earlier (All third-party extensions must be present on disk). All files must be Quark documents, **NOT** Quark eps files.
- **2) Adobe Photoshop CS or earlier** or earlier, supplying Photoshop PSD editable files and the EPS/TIFF/JPEG file.
- **3) Adobe Illustrator CS or earlier** editable files/embedded files in addition to the EPS/TIFF/JPEG file.
- **4) Indesign CS** editable files in addition to the EPS/TIFF/JPEG file.
- **5) Freehand up to version 9.** editable files in addition to the EPS/TIFF/JPEG file.

Fonts and Logos:

- 1) All files need to be supplied with fonts.
- 2) All logos supplied as high-quality graphics from Illustrator/Freehand/Photoshop/Quark in CMYK as document files and EPS/TIFF/JPEG/PSD format.
- 3) Illustrator and Freehand files can be supplied as documents with fonts or converted text to paths (outline).

Any artwork sent that is not in the correct format or has any of the above missing could cause a delay in the production of your order.

Finished output dimensions:

Agency to supply high quality scans at sizes that will be in proportion to the finished banner size. Files scans can range from 300 dpi - 800 dpi max. Files sizes should not exceed 500mb. The quality of the image should be maximised by using the best scanning equipment available, bearing in mind the amount of scaling up required for each banner. Artwork should be supplied at a scale no less than 1:20 if possible. Final Files sizes for output will be within the range of 60mb - 700 mb max depending on banner size.

Artwork supplied disks: Artwork can be supplied on any of the following disk formats:

- **1) CD-Rom/DVD**
- **2) Files can be uploaded to the FTP site if requested.**
- **3) Zip 100mb 4) Iomega: Jazz 1gb & 2gb4.**

Artwork must be supplied with following colour information:

1x industry standard colour proof such as a chromalin, 3M matchprint, or Iris proof **plus**; 1x A4-sized colour copy. (This is used as a visual for the team who are erecting the banner). Any Pantone colours requested must be supplied with a sample for colour matching. Advance notice will need to be given if special colours are to be incorporated into the print.

Artwork to be created within Pre-press studio: We can accept briefs from clients for banners to be designed and output. Artwork files supplied as normal, although any flat artwork would be chargeable for scanning. This does not include costs for pre-press time (cropping, cleaning up scans etc). Artwork we can scan are: **Negatives, Photographs and Transparencies.**