

VERTICAL

Technical Specifications

Artwork: height (in) x width (in)

1:12 Scale

Bleed	16.50" x 12.50"
Trim	16.00" x 12.00"
Visible Opening	16.00" x 12.00"
Safety	15.00" x 11.00"

All Astral Markets – Frontlit

Formatting and preparing artwork file

Images

All images should be **minimum 300dpi** and no larger than 400mb at 100% artwork size.

Files

Build all files in CMYK for 4 colour process printing. Pantone or spot colours should be converted to CMYK equivalents. Indicate PMS colours in file or on proofs for matching. Gradients of less than 5% will not reproduce at final printed size. For deeper blacks, please use the following percentages: 60%C; 60%M; 60%Y; 100%K. Please supply a low resolution pdf for our client file.

Layout applications

QuarkXpress – InDesign – Illustrator – Page Maker – Photoshop.

For Photoshop files: save in separate layers (working files).

Rasterize (render) text layers – otherwise include all fonts with file.

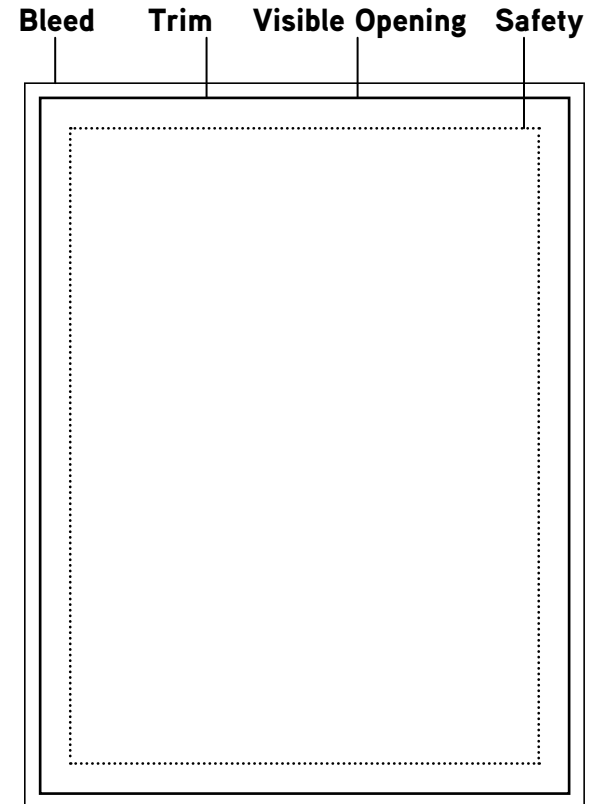
For Illustrator files, convert fonts to paths.

Fonts and characters

Copy must not go beyond the safety area. Use bold and contrasting type for visibility from a distance.

Distance testing templates are available at:

www.astraloutofhome.com/en/services/production/



VERTICAL

Technical Specifications

Printed Format : height (ft) x width (ft)

Bleed	16'6" x 12'6"
Trim	16' x 12'
Visible Opening	16' x 12'
Safety	15' x 11'

All Astral Markets – Frontlit

Printing & Material

Type of printing required:
Digital or Lithography

Required material

81 lb. coated outdoor opaque wet strength blueback paper.
Please note that outdoor paper stretches when wet.
The printer is responsible for allowing for this when printing.
The client is responsible for the quality of the material provided
to Astral Out-of-Home for posting.

Inks

U.V. inks are not acceptable as they prevent the glue from
permeating the paper for posting. Inks must be UV resistant.

Posting marks

Posting marks must appear on each sheet, where an overlap
occurs, even though there may be no image present.
We recommend that these marks be inserted at the blow-up stage.
If these marks are absent, we cannot guarantee posting accuracy.

Ask us for a quote to print your posters. Astral offers print services
at very competitive rates.



Production Department

Toronto: 416-924-6664
Montreal: 514-529-6664

VERTICAL

Technical Specifications

All Astral Markets – Frontlit

Finishing

Sheet size

Sheets 1, 2, 4, 5, 7 & 8 measure 72" x 48" and include a $\frac{3}{4}$ " overlap (on which there is $\frac{3}{8}$ " of the image). Sheets 3, 6 and 9 measure 48" x 48" and include a $\frac{3}{4}$ " overlap (on which there is $\frac{3}{8}$ " of the image).

Sheet Labelling

Each sheet must be coded clearly at the bottom of each sheet as per the numbering system indicated.

Collating

Sheets must be collated in the order they are posted, as per the numbering system shown here. Posters must be folded in individual sets. Sheets should be folded slightly off center for easy handling by the pre-paster. Posting keys must be inserted into each poster.

Shipping

Each package shipped must be correctly identified: c/o Astral Out-of-Home, advertiser's name, quantity of posters in each package, a copy of the visual contained in each package.

No more than 10 posters should be packaged together either in a cardboard box or wrapped in strong paper.

Please contact the Astral Out-of-Home Production Department to confirm quantities, including overage, and shipping information.

1	4	7
2	5	8
3	6	9