

SETUP



File Setup

- Adshel requests that files be supplied as Hi-Res PDFs
- All artwork must contain trim marks and bleed
- Please email a Lo-Res PDF of proposed artwork 2 weeks prior to display to: production@adshel.co.nz for commercial approval

Poster Delivery

- Adshel's proprietary software will create specific delivery instructions including splits for Superlites, Metrolites, filler and spares. Please contact a production rep for these details.
- Posters are due no later than Wednesday prior to display. Contact a production rep for alternative deliveries.
- Posters require a design name which makes them obvious and identifiable to our installers. This is to be printed on the top right hand side of the poster as close to the edge as possible in a legible sans serif font such as Calibri in a 20 pt size. Names to be printed in black unless white would be more legible. Design names should be provided to production no later than the Monday prior to display.
- Poster tubes should not have more than 20 posters and be clearly labelled with:
 - Advertiser name
 - Visual of creative content
 - Format
 - Quantity

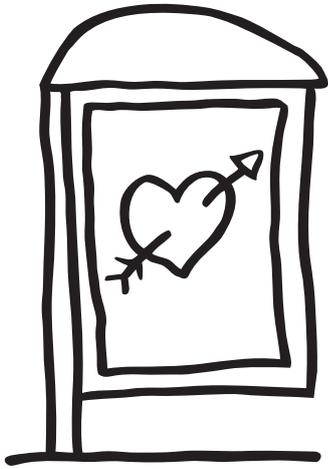


 09 377 5595

 [PRODUCTION@ADSHEL.CO.NZ](mailto:production@adshel.co.nz)

 [ADSHEL.CO.NZ](http://adshel.co.nz)

ADSHEL



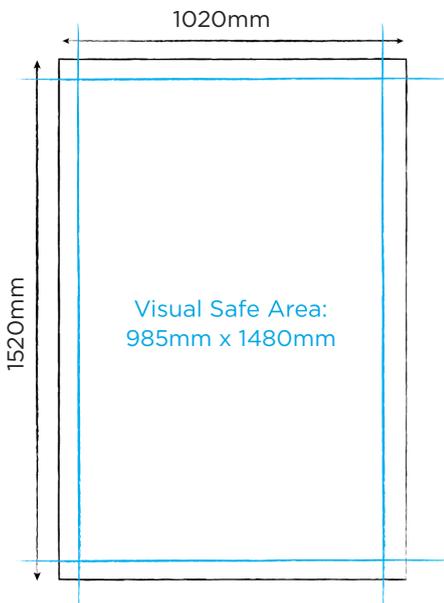
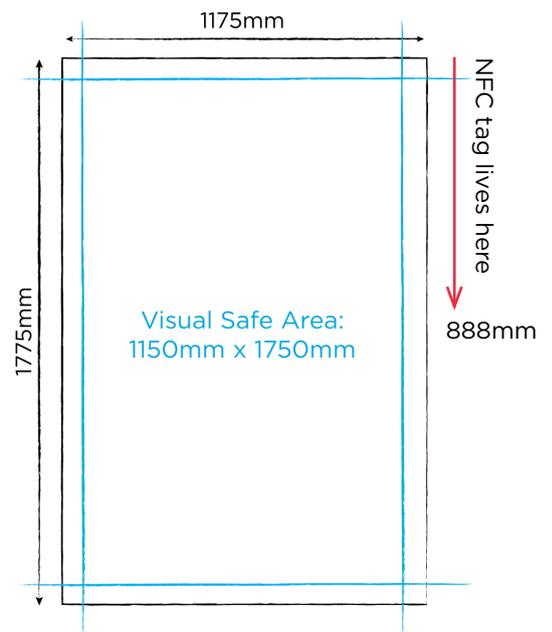
ART - WORK

Superlite

Trim/Stock size: 1175mm x 1775mm*

Visual Safe Area:** 1150mm x 1750mm***

Stock: 200gsm Synthetic Plastic Stock (eg. Yupo)



Metrolite

Trim/Stock size: 1020mm x 1520mm*

Visual Safe Area:** 985mm x 1480mm***

Stock: 200gsm Synthetic Plastic Stock (eg. Yupo)



*This is the minimum size posters must be supplied.
**Images outside the visual safe area will be covered by the lightbox frame
*** Artwork should have 10mm bleed around trim size



 09 377 5595

 PRODUCTION@ADSHL.CO.NZ

 ADSHEL.CO.NZ

What is the correct size of artwork?

In most cases, each campaign is a combination of both Superlite and Metrolite panels. Please refer to Adshel's Production Specifications for details on artwork for Australian and New Zealand Campaigns.

What should the Superlite/Metrolite spilt be?

Adshel's Production Team will contact you to discuss your campaign and in turn will provide you with a production breakdown. Do not use media schedules or sitelists to manually calculate production numbers. Required numbers are calculated on campaign size, number of bursts, consecutive or nonconsecutive bursts and filler.

Why do I need to produce spare posters?

Each campaign is required to produce spares to cover any theft or damages so that your campaign does not lose any display time.

How do I obtain a production estimate for my campaign?

Adshel can supply you with a production estimate. Please note that the estimate is based on the site list unseen and is therefore subject to change.

When & where do posters need to be delivered?

All posters should be delivered to the relevant Adshel delivery points at least 5 days prior to the campaign's commencement date. Please refer to Adshel's Delivery Sheets, supplied by the Production Team, for delivery addresses.

Who organises print production?

Adshel's Production Team can source suppliers and manage the print production of any campaign for you.

Does Adshel need to approve all creative?

Yes. This is to ensure that all advertisements are suitable for the mass market and comply with the voluntary codes of practice established by the advertising industry. Please email a low-res pdf to production@adshel.co.nz before commencing to print.

Note: all creative is subject to council approval.

