

Tube 4 Sheet - Artwork Specification



Artwork Specifications

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|--------------------------------------|------------------------------------|
| Creative Dimensions (25%): | 381mm x 254mm |
| Safe copy area (25%): | 363.25mm x 236.25mm |
| Bleed: | 2mm |
| DPI: | 300 dpi (minimum) / 450 dpi (best) |
| File Type: | CMYK |
| File Format: | High Resolution PDF |
| Text Format: | Outlined vectors for upscaling |
| Printed Size (for reference): | 1,524mm x 1,016mm (full size 100%) |

Compliance & Approvals

All artwork is subjected to approval.
Please send all completed artwork to artwork@exciteooh.com.

If you have any concerns when preparing your copy, the Committee of Advertising Practice (CAP) Copy Advice team offers free, fast and confidential advice. It's available over the telephone, 020 7492 2100, or via the ASA and CAP website at www.asa.org.uk.