



## IMPORTANT POINTS

- ✓ Artwork for this panel should be created and supplied at 100%
- ✓ ALL fonts need to be converted to outlines
- ✓ 3mm bleed is required all round
- ✓ All artwork and images should be in CMYK with images at a resolution of 300dpi
- ✓ File format must be either a high resolution pdf or an Illustrator file

**Campaign Number** - The campaign number should be displayed as black text on a white background within a 15mm x 6mm framed rectangle, located in the bottom right hand corner. Font size must be 12pt.

**Safe Visible Area** - The specifications give the overall size and the safe visible area. The advert should be created to fill the overall size with the main design elements staying within the perimeters of the safe visible area. Please ensure that all important text and images are not close to the edge of the safe visible area.