



**Overall Size:** 6108mm x 658mm

**Panel Size:** 1527mm x 658mm

**Safe Visible Area:** 6056mm x 606mm

Panels 1, 2 and 3 require an additional 12mm overlap (at 100%) or 6mm (at 50% artwork supplied) on the right hand edge.

## IMPORTANT POINTS

Artwork for this panel should be created and supplied at 50%

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 either a high resolution pdf or illustrator file

Please supply digital artwork as one piece, we will split the artwork for you.

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**Campaign Number** - The campaign number should be displayed black text on a white background within a 12mm x 5mm (at 50% artwork size) or 24mm x 10mm (at 100%) framed rectangle located in the bottom right hand corner. Font size 10pt (50% artwork size) or 20pt (100%).

**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/images are not close to the edge of the Safe Visible Area.