



Overall Size:

Panels 1, 2 and 3: 1781mm x 658mm
 Panel 4: 1166mm x 1801mm
 Panel 5: 765mm x 658mm

Safe Visible Areas:

A: 606mm
 B: 7222mm
 C: 1749mm
 D: 1114mm

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

Panel 4 requires an additional 12mm overlap (at 100%) or 6mm (at 50%) on the right and left hand edges

Panel 5 requires an additional 12mm overlap (at 100%) or 6mm (at 50%) on the left hand edge

Panel 4 has two 60mm diameter clear plastic fixing studs to ensure safety. (Located centrally 329mm and 900mm from the top of panel 4. The positioning can vary by vehicle type and should be used for guidance only.

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 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 12mm x 5mm (at 50%) or 24mm x 10mm (at 100%) framed rectangle, located in the bottom right hand corner. Font size must be 10pt (50% size) or 20pt (100% size)

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.

