

# DIGITAL POSTERS

## ARTWORK SPECIFICATIONS

**COLOUR MODE:**  
CMYK - No RGB or spot colours.

**SIZE OF PRINT:**  
A4 or A3 + bleed

**ARTWORK REQUIRED AT:**  
Actual Size (100%)

**BLEED SIZE:**  
2mm. No crop or printers marks.

**FILE RESOLUTION:**  
300dpi

### ACCEPTED FILE FORMATS:

- PDF  
Created using 'Press' or 'Print Quality' settings.  
Images must be 300dpi CMYK at print size.  
Fonts to be embedded or outlined (converted to paths).  
All transparency to be flattened.  
No printers marks.

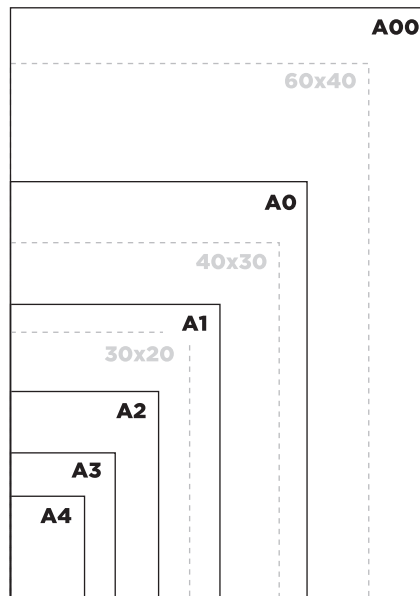
For Adobe Acrobat product information visit:  
[www.adobe.com/products/acrobat](http://www.adobe.com/products/acrobat)

- PHOTOSHOP PDF  
Flattened 300dpi CMYK files only

- JPEG  
300dpi CMYK only

- TIFF  
300dpi CMYK only

## STANDARD PAPER SIZES:



Poster Size (ex. bleed)	Width (mm)		Height (mm)
A4	210	x	297
A3	297	x	420
A2	420	x	594
A1	594	x	841
A0	841	x	1189
A00	1189	x	1682
30x20	508	x	762
40x30	762	x	1016
60x40	1016	x	1524

## ADDING BLEED TO YOUR DOCUMENT:

If you have any item in your design that touches or goes over the edge of the document you will need to add bleed to the file for printing purposes.

Bleed is the extra part of your artwork which gets trimmed off after it has been printed. As guillotining has certain tolerances and cannot be guaranteed 100% perfect we add bleed to artwork to prevent any unwanted white edges being left on the poster when the print is trimmed out of the paper.

For example: an A4 with bleed would be printed on oversize A4 paper then trimmed down to A4 afterwards.

### THE FILE YOU WOULD SUPPLY US WOULD BE AS FOLLOWS:

A4 = 210x297mm  
Bleed Required = 2mm

YOUR ARTWORK SIZE (including bleed) = 214 x301mm

POSTER AFTER PRINTING & TRIMMING = 210 x297mm

