

12 Sheet Column Production Guide

OVERALL: **3245mm x 1200mm** (height by width)
SAFE COPY SIZE: 3150mm x 1160mm
 (All copy must be bled to the edges)

TO SUPPLY ARTWORK SPECIFICATIONS (JCDecaux to print)

You need not work at finished size, as we can scale your artwork up before printing. However we recommend you produce artwork to scale and in logical proportion to the final size i.e. between the ratios of 1:10 & 1:20

SOFTWARE:

We run the following applications on our **APPLE MAC** pre-press systems (we do not work to PC format) –

QuarkXpress – Please Include all third party extensions

Illustrator – Parsed or placed images to be present with all text and strokes to be converted to outlines

PhotoShop – Any PhotoShop compatible files – Tiff, EPS etc while Jpeg files to be saved to maximum quality.

Freehand – If converted to EPS, please provide an editable file.

CS2

InDesign

SCANS:

For optimum image quality scans should be provided at 600 dpi at 10% of the final crop size. Supplied scans on disc must be in CMYK Tiffs, EPS or Jpeg format.

PROOFS & COLOUR MATCHING:

Always supply a colour proof with your artwork, preferably a high quality 3M matchprint, Kodak, Iris, cromalin etc. These we need for accurate print colour matching and also helps us eliminate incorrect outputs should there be any errors within the artwork. Colour or Black & White laser prints can be accepted for layout purposes only. If a colour match is not supplied we cannot be held responsible for any colour inaccuracies. If a colour match is not supplied, we will colour match to our monitor screens.

All our digital printing machines print in CMYK colour only – always specify colours in CMYK process. If Pantone colours are to be matched precisely, please refer to the Pantone solid to process matching system.

ARTWORK TO BE SUPPLIED ON CDROM/DISC WITH COLOUR PROOF

DELIVERY OF ARTWORK: JCDECAUX INNOVATE
 SUMMIT HOUSE, 27 SALE PLACE, LONDON W2 1YR

*** ALL ARTWORK MUST BE SUPPLIED WITH A PRODUCTION ORDER FORM AND COPY OF PAYMENT DETAILS. ALL BOOKING INFORMATION MUST BE SUPPLIED IN ORDER TO PROCESS ARTWORK SUPPLIED** – for more information please consult with your sales rep or a member of the Innovate Team

PRINT SPECIFICATIONS (client to print)

MATERIAL REQUIRED: **150gsm Paper minimum – produced in one complete piece**

DETAILS: Reverse printing is strongly recommended as all panels are back illuminated.

DELIVERY OF DISPLAY: At least 7 working days prior to the booked in charge date. Please note that late delivery may result in late posting.

DELIVERY DETAILS: PLEASE CONSULT WITH THE CLIENT SERVICES DEPARTMENT IN ORDER TO GET A PRECISE DISPATCH LIST FOR YOUR CAMPAIGN BOOKING.
 Email: clientservices@jcdecaux.co.uk

DELIVERY SPECIFICATIONS: All deliveries must be clearly marked and include design instructions.
 All packaging is to be clearly marked to show advertiser, design and the JCDecaux confirmed in-charge date

Should you have any further production queries or would like a quotation to produce the displays for you, please contact JCDecaux Innovate on 0207 298 8000