

48 SHEET SCROLLER PRODUCTION GUIDE

SIZES

Safe copy area:	2974mm x 5980mm	(height x width)
Visual size:	3034mm x 6040mm	
Bleed size:	3074mm x 6080mm	

Printed as 48 sheet poster in one complete piece using newly developed paper with the reproduction qualities of vinyl and with a matt finish. 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 outlined.
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.

FONTS

Always provide fonts used in the files that are created in the programs above as we cannot guarantee being able to match exactly from our own Adobe and Bitstream library.

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

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.

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.

***Should you require to view a proof for approval prior to printing this will be supplied in the format of 1 off scroller poster. Due to the poster material and the printing methods used, this is the most accurate way of checking colour quality and layout. The poster will be supplied and inserted into the scroller unit at head office for client viewing and approval. Viewing to be coordinated through the production department.**

Wam!/NET & ISDN

Files can be sent via ISDN however if you wish to use this format, please agree this in advance with the JCDecaux production department.

ARTWORK TO BE SUPPLIED ON CDROM/DISC WITH COLOUR PROOF

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

ARTWORK DEADLINES: 3 WEEKS PRIOR TO INCHARGE DATE

Should you have any further production queries or would like a quotation to produce the displays for you, please contact JC Decaux Innovate on 020 7298 8000