

CLASSIC SPECIFICATIONS

STREET FURNITURE | RETAIL

FILE SETUP

- Files must be supplied at 1/3 of the final size at 300dpi
- Artwork templates can be supplied upon request
- Create artwork in CMYK format
- Acceptable file format is high-resolution PDF

FILE NAMING CONVENTION

Files are to be named in the following format:

- CONTRACTNUMBER_CLIENTNAME_FILEXOFX_FORMAT.EXT

FILE DELIVERY

- Final PDF artwork & material instructions to be uploaded via the media upload portal:
<https://posterupload.oohmedianz.com/>
- Print ready files and material instructions are due at oOh! 2 weeks prior to campaign start date
- If printing externally, a low-res PDF of all artwork must be emailed for approval prior to printing
- All alcohol advertising must be approved by the Alcohol Advertising Pre-Vetting system (AAPS), and a copy of the AAPS form supplied to oOh! Production.

POSTER STOCK

The following poster stocks are accepted by oOh!:

- 200gsm Yupo for Superlite, Metrolite, Shopalite formats.

POSTER DELIVERY

If printing is being completed outside of oOh!, posters are due at oOh! depots no later than 5 working days prior to the campaign start date for on-time installation, oOh! will provide delivery instructions upon request. Posters should be delivered in boxes or poster tubes containing no more than 20 posters. Boxes or tubes must be clearly labelled with:

- Advertiser name
- Description of creative content
- Format
- Quantity

Late delivery of material will cause your campaign start date to be delayed or additional installation charges.

POSTER DISPOSAL

oOh! disposes of all printed poster copy at the end of the display period without liability to the advertiser.

Please contact your oOh! account manager at the time of booking to make alternative arrangements.

CONTACT

If you have questions regarding your campaign, please contact production@oohmedianz.com

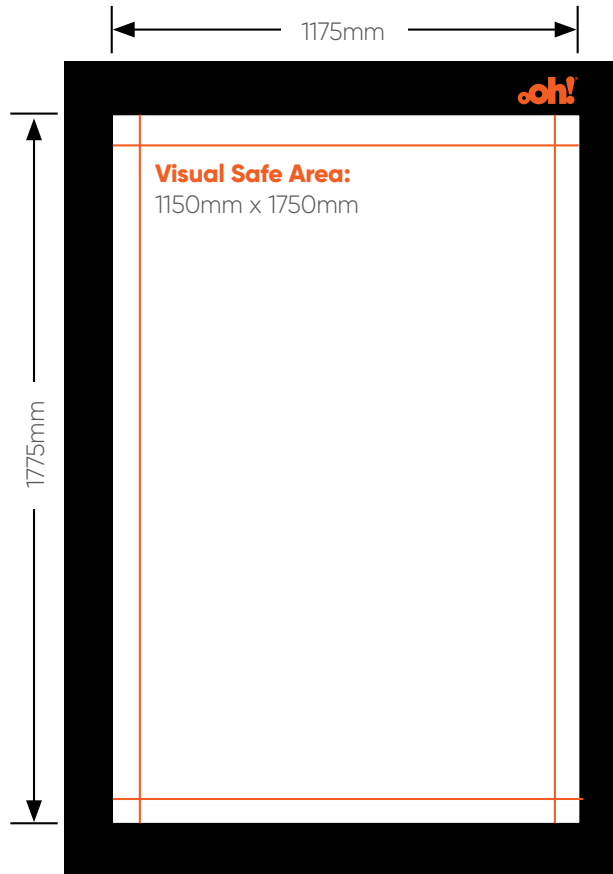
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STREET FURNITURE

SUPERLITE

Trim size*:
1175mm(w) x 1775mm(h)

Visual Safe Area:**
1150mm x 1750mm***

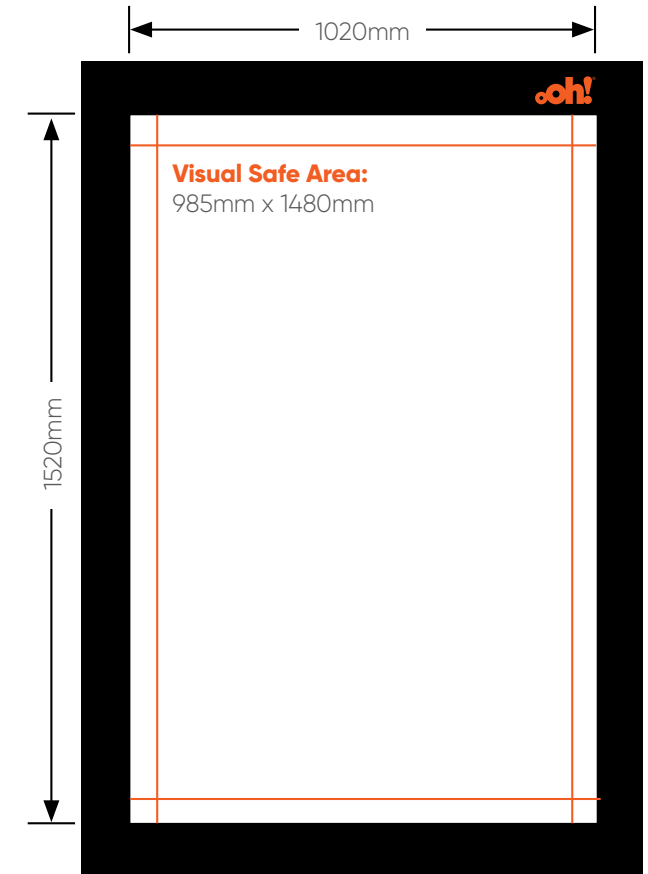


METROLITE

Trim size*:
1020mm(w) x 1520mm(h)

Visual Safe Area:**
985mm x 1480mm***

Stock:
200gsm Synthetic
Plastic (Yupo)



*There is zero tolerance on trim size.

**Images outside the visual safe area will be covered by the lightbox frame.

***Artwork should have 10mm bleed around trim size.
Any posters not printed to specification will be rejected.

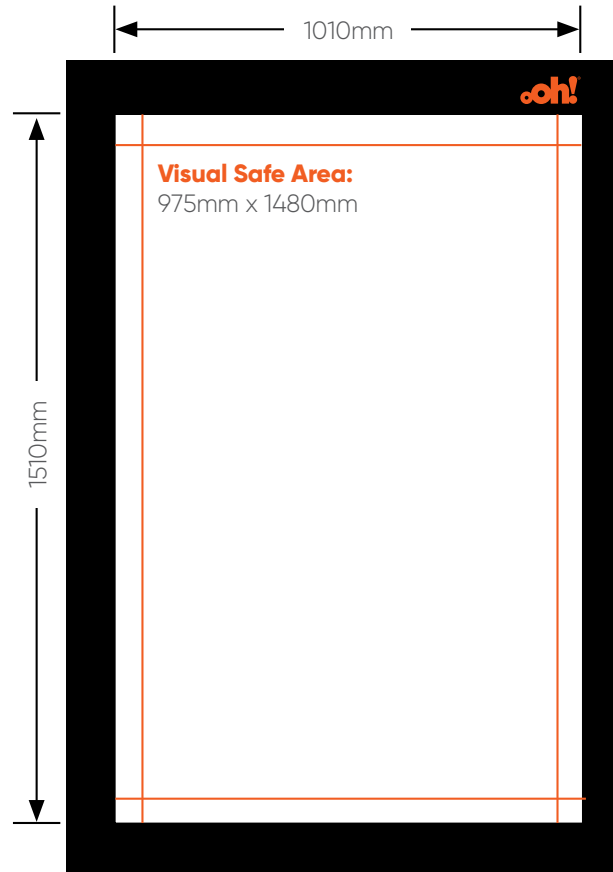
CLASSIC SPECIFICATIONS

RETAIL

SHOPALITE

Trim size*:
1010mm(w) x 1510mm(h)

Visual Safe Area:**
975mm x 1480mm***



*There is zero tolerance on trim size.

**Images outside the visual safe area will be covered by the lightbox frame.

***Artwork should have 10mm bleed around trim size.
Any posters not printed to specification will be rejected.