



ADSHEL

**PRODUCTION  
SPECIFICATIONS**





## PRODUCTION SPECIFICATIONS

## SETUP

### File Setup

- Adshel requests that files be supplied as Hi-Res. PDF's or Indesign files
- Files are to be supplied as open files with all fonts and links, with an accompanying Low-Res. PDF for reference. Files should be 1/3 of the final size at 300 dpi to reduce file size.
- Please email a Lo-Res PDF of proposed artwork to: [production@adshel.com.au](mailto:production@adshel.com.au) for commercial approval.

### File Delivery

- Adshel recommends delivery of Hi-Res PDF via Adstream's Quickcut service.
- The Quickcut service ensures your files will be checked and optimised to Adshel's specifications prior to delivery, achieving the best possible reproduction with a minimum of fuss.
- If you are not registered for Quickcut please go to: [www.quickcut.com.au](http://www.quickcut.com.au) or for any further enquiries please contact 02 9467 7500.

### Poster Delivery

- Adshel's proprietary software will create specific delivery instructions including splits for Superlites, Metrolites, scrolling panels, filler and spares. Please contact a production rep for these details.
  - Posters are due no later than Tuesday prior to display.
- Contact a production rep for alternative deliveries.
- Poster tubes should not have more than 20 posters and be clearly labelled with:
    - Advertiser name
    - Visual of creative content
    - Format
    - Quantity
  - NSW will require posters to be flat packed (except deliveries under 100)

### Depot Addresses

- NSW/ACT  
ASAPS  
Unit 4, 26 Day Street North  
Silverwater, NSW 2128
- VIC  
ASAPS  
19a Edward St  
Oakleigh, VIC 3166
- QLD  
Pryde Fabrication  
261 South St  
Cleveland, QLD 4163
- WA  
ASAPS  
Unit 2, 1904 Beach Rd  
Malaga, WA 6090
- SA  
ASAPS  
107 Ledger Rd  
Beverley, SA 5009

### Contact Details

Where do I go for help?

📞 02 8425 7200

@ [production@adshel.com.au](mailto:production@adshel.com.au)

🌐 [adshel.com.au](http://adshel.com.au)



## PRODUCTION SPECIFICATIONS

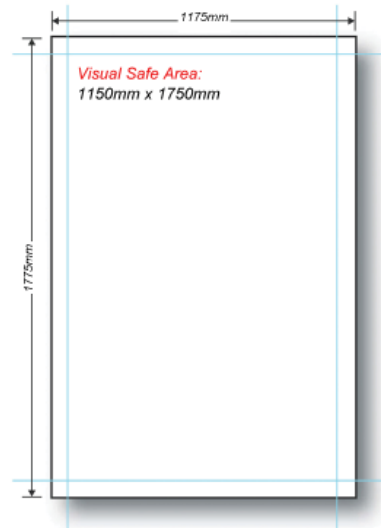
## ARTWORK

- Superlite

**Trim/Stock size:** 1175mm x 1775mm\*

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

**Stock:** 200gsm Synthetic Plastic Stock  
(eg. Yupo)

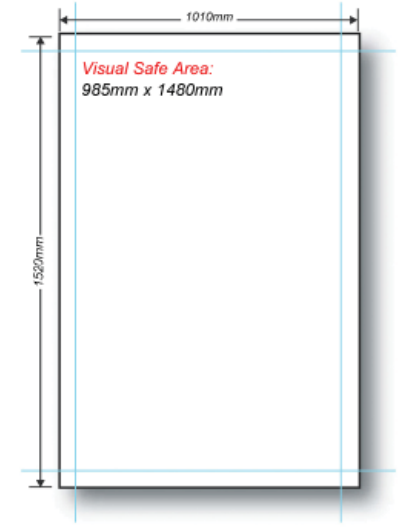


- Metrolite

**Trim/Stock size:** 1010mm x 1520mm\*

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

**Stock:** 150gsm Synthetic Plastic Stock  
(eg. Cyclone)



\*This is the minimum size posters must be supplied.

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

\*\*\* Artwork should have 10mm bleed around trim size



## PRODUCTION SPECIFICATIONS

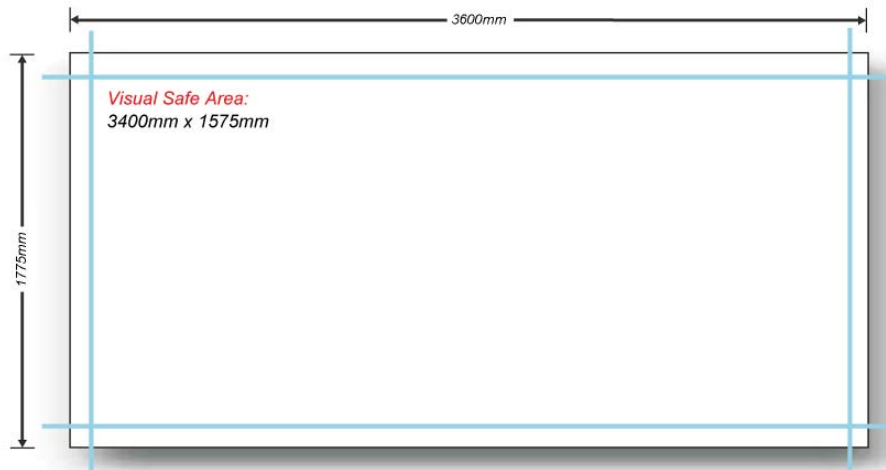
## ARTWORK

- Vista Panels - Australia Only

**Trim/Stock size:** 3600mm x 1775mm\*

**Visual Safe Area\*\*:** 3400mm x 1575mm\*\*\*

**Stock:** 200gsm Synthetic Plastic Stock  
(eg. Yupo)

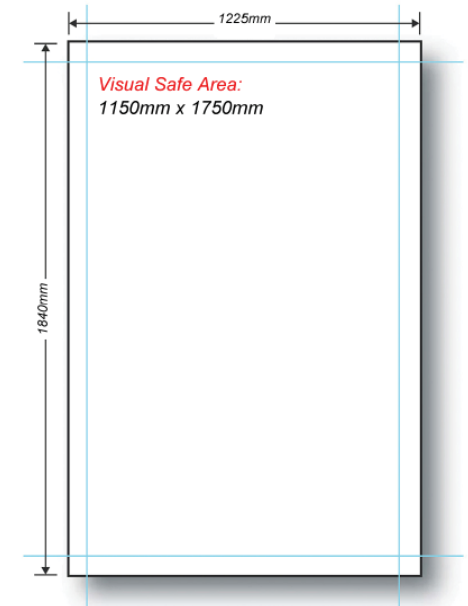


- Yarralite

**Trim/Stock size:** 1225mm x 1840mm\*

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

**Stock:** 200gsm Synthetic Plastic Stock  
(eg. Yupo)



\*This is the minimum size posters must be supplied.

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

\*\*\* Artwork should have 10mm bleed around trim size



## PRODUCTION SPECIFICATIONS

## FAQ

### Q. WHAT IS THE CORRECT SIZE OF ARTWORK?

A: In most cases, each campaign is a combination of both Superlite and Metrolite panels. Please refer to Adshel's Production Specifications for details on artwork for Australian and New Zealand Campaigns.

### Q. WHAT SHOULD THE SUPERLITE/METROLITE SPLIT BE?

A: Adshel's Production Team will contact you to discuss your campaign and in turn will provide you with a production breakdown. Do not use media schedules or sitelists to manually calculate production numbers. Required numbers are calculated on campaign size, number of bursts, consecutive or non-consecutive bursts and filler.

### Q. WHY DO I NEED TO PRODUCE SPARE POSTERS?

A: Each campaign is required to produce spares to cover any theft or damages so that your campaign does not lose any display time.

### Q. HOW DO I OBTAIN A PRODUCTION ESTIMATE FOR MY CAMPAIGN?

A: Adshel can supply you with a production estimate. Please note that the estimate is based on the site list unseen and is therefore subject to change.

### Q. WHEN AND WHERE DO POSTERS NEED TO BE DELIVERED?

A: All posters should be delivered to the relevant Adshel delivery points at least 6 days prior to the campaign's commencement date. Please refer to Adshel's Delivery Sheets, supplied by the Production Team, for delivery addresses

### Q. WHO ORGANISES PRINT PRODUCTION?

A: Adshel's Production Team can source suppliers and manage the print production of any campaign for you.

### Q. IS INSTALLATION INCLUDED IN THE MEDIA COST?

A: Yes, unless filler panels have been offered in which case they are subject to the \$25 (+ GST) installation rate per panel.

### Q. DOES ADSHEL NEED TO APPROVE ALL CREATIVE?

A: Yes. This is to ensure that all advertisements are suitable for the mass market and comply with the voluntary codes of practice established by the advertising industry. Please email a lo res pdf to [production@adshel.com.au](mailto:production@adshel.com.au) before commencing to print.

### Q. HOW DO I KNOW IF MY ARTWORK IS SUITABLE FOR THE ADSHEL MEDIUM?

A: Adshel's Creative Simulator ([adshel.com.au](http://adshel.com.au)) enables artwork to be easily uploaded and viewed within a shelter at multiple viewing distances. If unsure of the suitability of your creative for street furniture, you can forward to Adshel's Production Team for advice.

### Q. WHAT HAPPENS TO THE POSTERS AFTER THE CAMPAIGN?

A: At the end of each campaign, Adshel will recycle of all printed poster copy. Should you wish to make other arrangements please contact your Adshel representative five business days prior to the start of your campaign to discuss possibilities for temporary storage.

### Contact Details

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📞 02 8425 7200

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