



# ADSHEL PRODUCTION SPECS

## PRINTING WITH ADSHEL

### SIMPLY SUPPLY YOUR ARTWORK TO AN ADSHEL PRODUCTION SPECIALIST

Your specialist will manage your entire campaign including;

- Ensuring the best quality printing.
- Recommend suggestions on making the most out of your creative concept.
- Offer competitive pricing.
- Illuminate your creative in its best light by ensuring correct stock is used.
- Ensure the production of accurate numbers of posters for your campaigns.
- Guarantee accurate delivery of posters.
- Print with short lead times.
- Ensure that all the posters printed will be recycled after the campaign.

#### WHERE DO I GO FOR HELP?



02 8425 7200  
adshel.com.au  
production@adshel.com.au

## NOT PRINTING WITH ADSHEL

### CONTACT A PRODUCTION SPECIALIST TO:

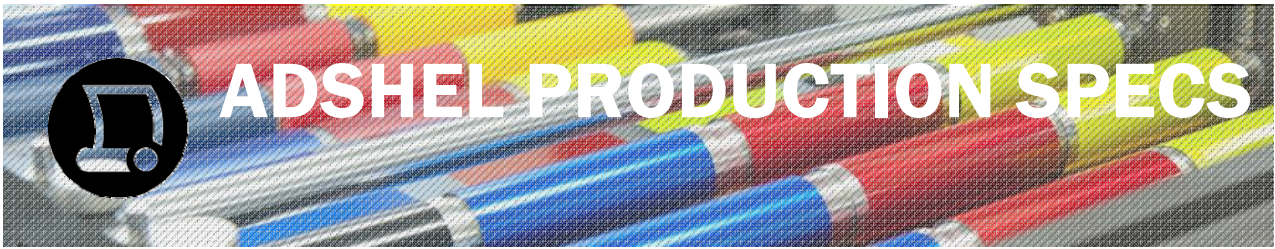
- Obtain accurate poster numbers including splits for Superlites, Metrolites, scrolling panels, filler, and spares following the booked campaign.
- Obtain accurate poster specs and templates for Superlites, Metrolites, Logans, scrolling panels, filler, and spares following the booked campaign.
- Obtain poster delivery deadlines and delivery addresses.
- Following artwork development, send a PDF to a production rep for commercial approval.
- Supply your printer's contact details to a production rep.
- Confirm poster deliveries with a production rep.
- Provide confirmation of delivery that all posters have been delivered and a signature of the person who signed for them at the depot.

#### NOTE

- A pdf of artwork **MUST** be supplied to a production specialist for commercial approval prior to printing.
- Any poster quantity discrepancies will need to be rectified by Tuesday prior to posting to avoid additional fees and loss of display.

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# ADSHEL PRODUCTION SPECS

## ARTWORK

### FILE SET UP

- Files can be supplied in all major Mac based design applications including InDesign CS4, Illustrator CS4 and Quarkxpress 8.
- 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 @ 300 dpi.
- Please ensure a small mark is positioned at the top centre of all artwork to identify the centre (i.e. a small line or cross hairs no more than 10mm deep). Blank file templates are available on request.
- Please email a lo res pdf of proposed artwork to [production@adshel.com.au](mailto:production@adshel.com.au) for Commercial approval.

## POSTER STOCK AND RECYCLING

### STOCK

Adshel recommends the use of Yupo Octopus FPU – 200gsm for the optimum print and illumination quality.

Adshel will also accepts;

Yupo Octopus FPU200	250ums	200gsm
Unipol XT1200	250ums	200gsm

Use of these stocks will ensure that all posters will be recycled in line with Adshel’s Recycling Program to significantly reduce landfill.

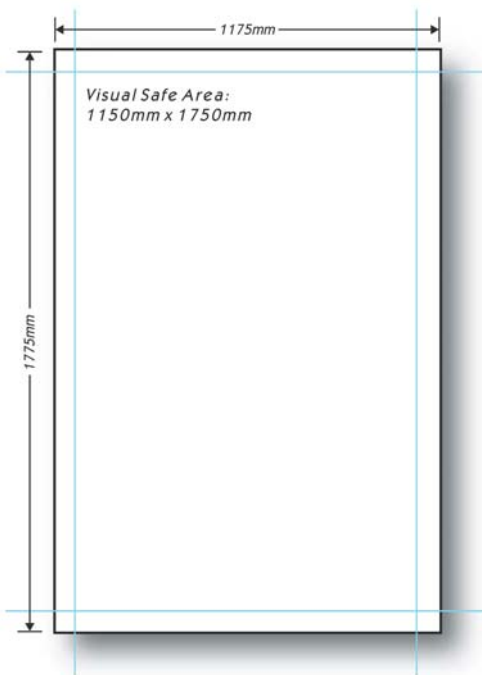
### WHERE DO I GO FOR HELP?

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



# ADSHEL PRODUCTION SPECS

## SUPERLITE PANELS



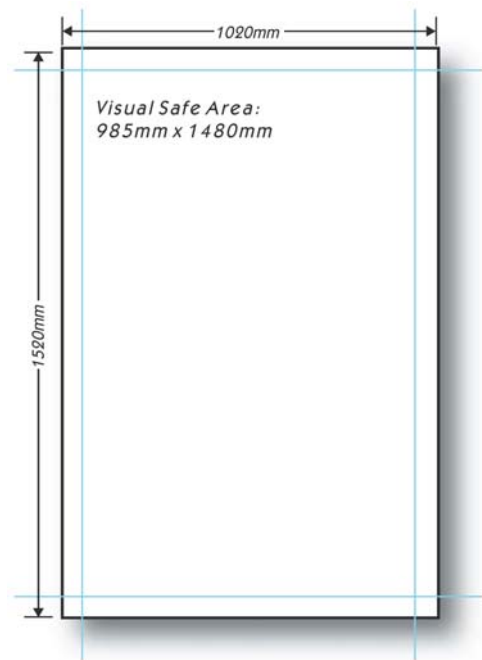
### SUPERLITE

- Trim/Stock size: 1175mm x 1775mm\*
- Visual Safe Area: 1150mm x 1750mm\*\*

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

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

## METROLITE PANELS



### METROLITE

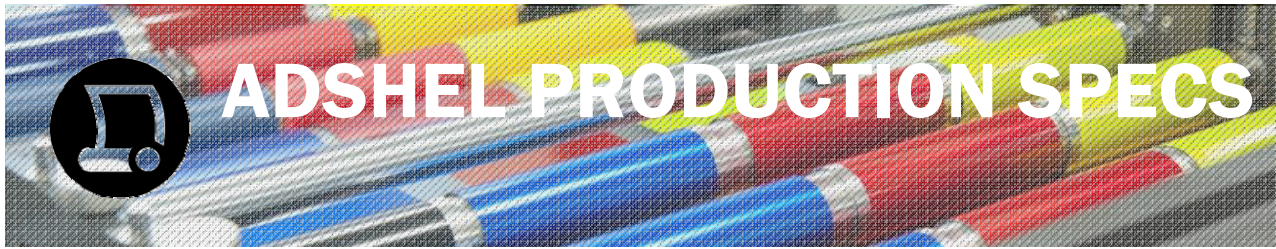
- Trim/Stock size: 1020mm x 1520mm\*
- Visual Safe Area: 985mm x 1480mm\*\*

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

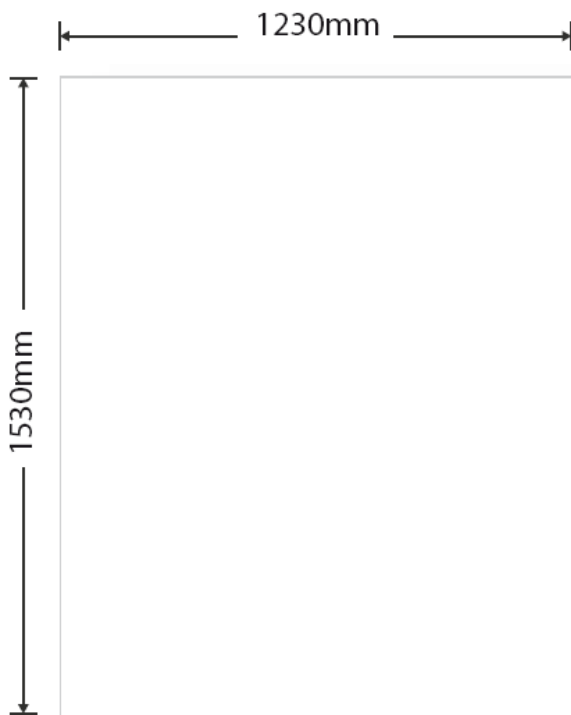
\*\* Images outside the visual safe area will be covered by the lightbox frame.

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## LOGAN PANELS – AUSTRALIA ONLY

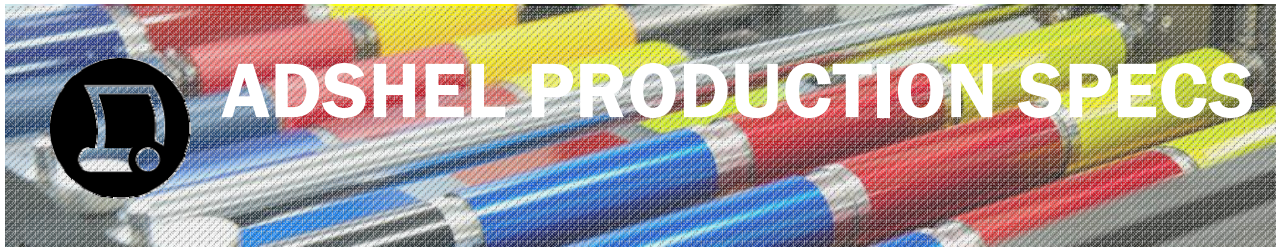


### LOGAN PANELS

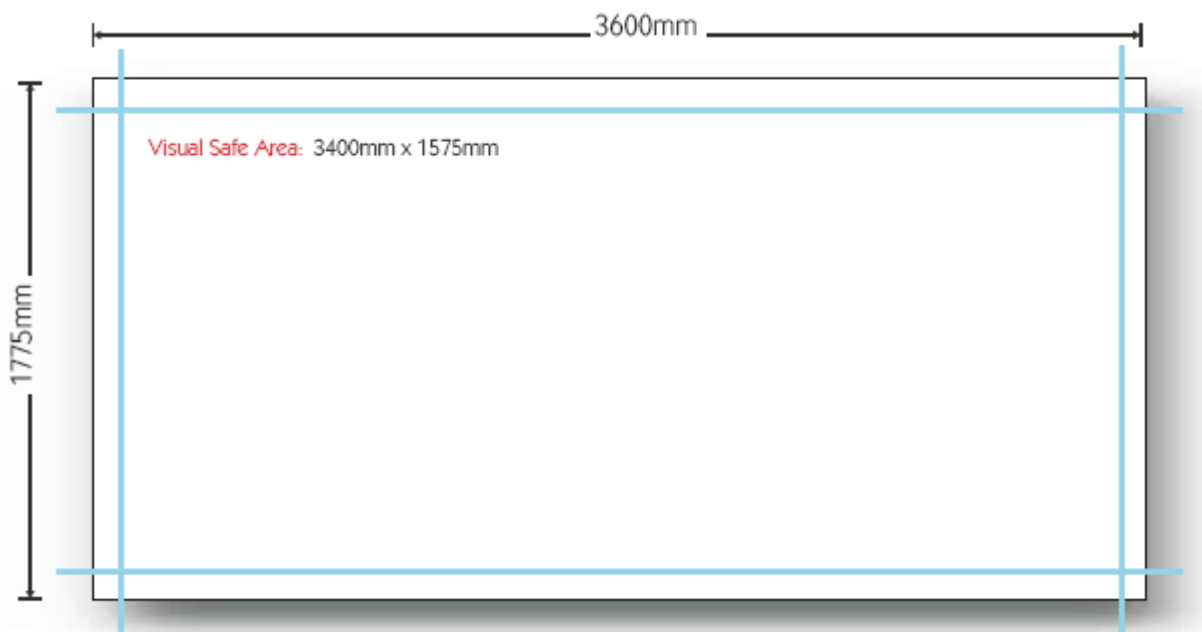
- Trim/Stock size: 1230mm x 1530mm\*
- Visual Safe Area: 1200mm x 1500mm\*\*

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

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



## VISTA PANELS – AUSTRALIA ONLY



### VISTA PANELS

- Trim/Stock size: 3600mm x 1775mm
- Visual Safe Area: 3400mm x 1575mm

- \* This is the minimum size posters must be supplied.
- \*\* Images outside the visual safe area will be covered by the lightbox frame.

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# ADSHEL PRODUCTION SPECS

## DELIVERY

### 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.

NB: tubes of 20 posters for all states except NSW which requires flat packed.

### DEPOT ADDRESSES

NSW/ Canberra	16 Pike St Rydalmere, NSW 2166
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

### NOTE

- Do not deliver posters without first contacting an Adshel specialist.

### ARTWORK DELIVERY

In order to facilitate accurate delivery please contact a production rep for poster numbers and delivery details.

Hard copy - Attn: Production  
11/205 Pacific Highway  
St Leonards, NSW 2060

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

FTP - <ftp://ftp.adshel.com.au>  
user name: aidaadmin  
Password: ausnz01

### NOTE

- Files sent physically are to be supplied on CD or DVD with colour correct proofs for reference.
- Following upload of artwork to the ftp, please notify your production specialist by email along with a lo res pdf for reference.

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# ADSHEL PRODUCTION FAQ

## 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 store these posters for up to 30 days. During this time, Adshel should be advised if posters are to be destroyed or returned to the client (at the client's expense). If no notification is received, Adshel will dispose of all production material 30 days from the end of the agreement.

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