



Artwork Requirements

The MET Building, 22 Percy Street,
London, W1T 2BU

Specifications for 96 sheet artwork

Trim Size: 480" wide by 120" High (12,192mm x 3048mm) a ratio of 4:1

Safe Area: 6" (150mm) all the way round from edge of poster.

Do not have any text less than 155mm from the edge of the poster

Artwork documents accepted in the following applications:

Quark Xpress 7 or lower
Adobe Illustrator CS3 or lower
Adobe Photoshop CS3 or lower
Adobe Indesign CS3 or lower
Adobe Acrobat 7 or lower*

All artwork, if not set up same size, should be set up in pro to the finished size, preferably with the percentage scale marked on the file (but off the printable artwork area) or supplied with order. **We recommend 10% i.e. 1219.2mm x 304.8mm**

All documents must be provided with all fonts and placed artwork. Any placed artwork should be editable with the previously mentioned applications.

Fonts used in Adobe Illustrator or Macromedia Freehand EPS files must be provided or converted to outlines.

Images used must be 4-Colour CMYK either TIFF or EPS (no DCS files). Please do not send Photoshop (PSD) files unless the entire artwork is composed in Photoshop.

All Photoshop or scanned images should be scanned at 300dpi at repro size

*High resolution PDF files are acceptable but must be saved as CMYK with all fonts embedded.

Files must be named: "Primesight, campaign name and in charge date"

i.e. Primesight Benny's Cakes 25.12

Please note:

You are responsible for making sure that the artwork fits the space that it is designed for. We will assume that you are happy with the quality of the artwork before you send it to us.

SEND DISK/ORIGINALS TO: Primesight Production

The MET Building, 22 Percy Street, London, W1T 2BU

Tel: 020 7908 4300

Email: production@primesight.co.uk