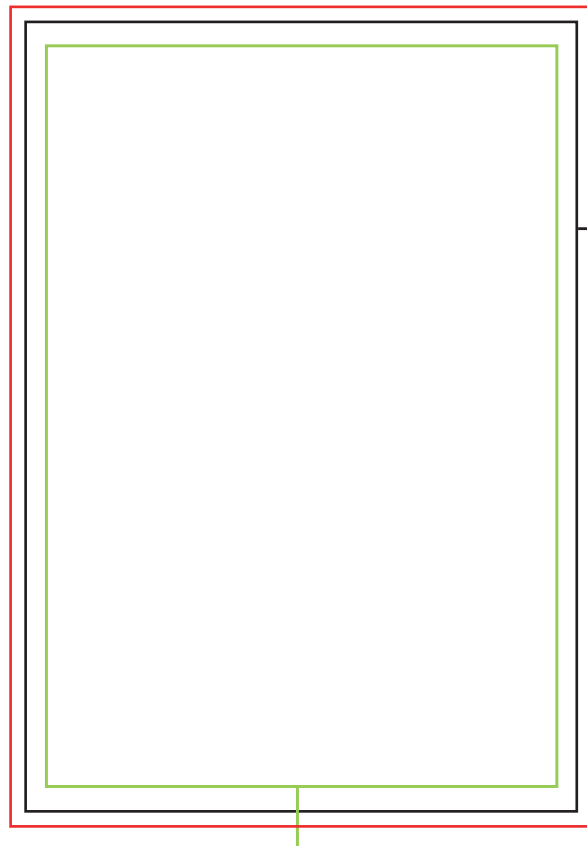# neo TRAFFIC

GRAPHIC NORMS
COLUMN POSTER

Final format
47,25" x 68,25"

Bleed
47,75" x 68,75"

Copy Safe
43,25" X 64,25"

TECHNICAL DATA

Final format : 47,25" X 68,25"
Bleed : 0,25" all around
Copy safe : 2" all around
Material : .007 translucent polyester

IMPORTANT: Please include the crop marks in all high resolution PDF

INSTRUCTIONS

- Please provide a high resolution PDF.
  (We also accept InDesign or Illustrator files)
- Link (not embeded) Photoshop images placed in Illustrator files.
- Outline every font or supply fonts.
- All files must be in CMYK.
- Supply Pantone references if applicable, don't convert to CMYK.
- Avoid transparency and gradient colors in Illustrator
  (use Photoshop).
- For an optimal black : C : 100%, M : 100%, Y : 100%, K : 100%
- IIndicate your file's scaling ratio
- Final print must have a minimum resolution of 100 dpi.

ARTWORK RECEPTION DEADLINE

- Please deliver files via: https://neo-traffic.wetransfer.com
- Please deliver files 2 weeks prior to campaign start date.
- Late delivery may affect the campaign's start date or the duration.

IMPORTANT: If no acknowledgment is sent by Neo-Traffic within 24 hours after sending your material, it is your responsibility to contact us to follow up as for the receipt of your advertising material.