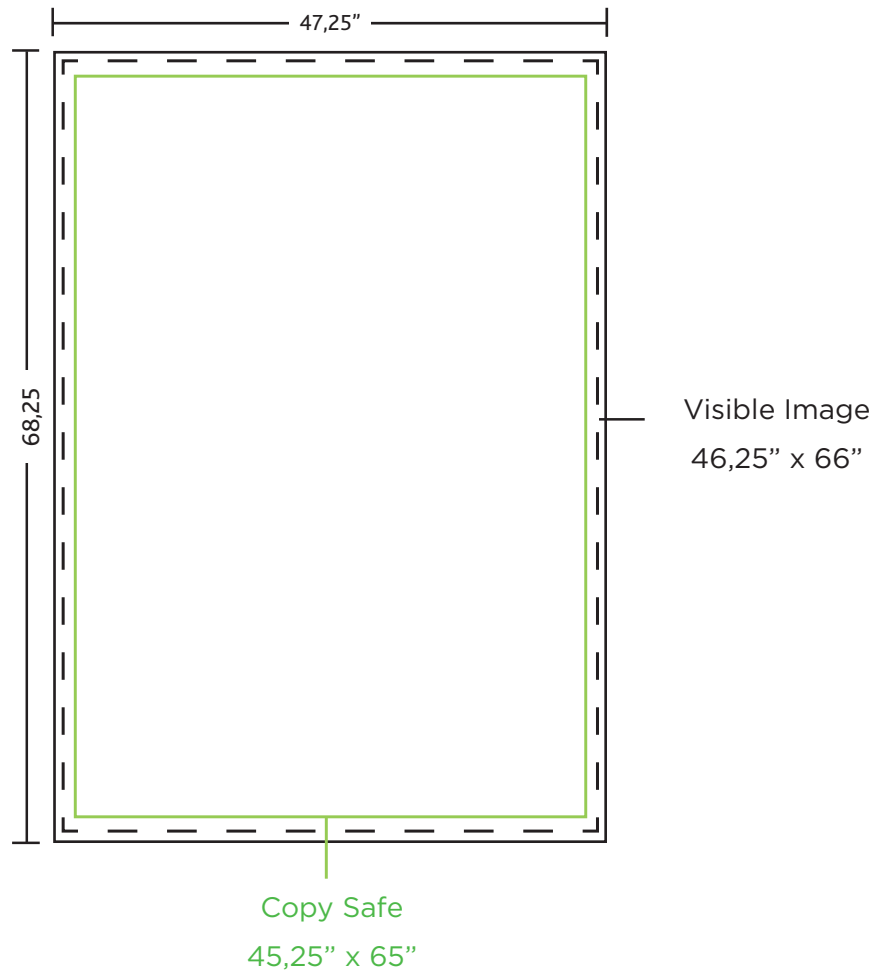


GRAPHIC NORMS COLUMN POSTER



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%
- Indicate your file's scaling ratio
- Final print must have a minimum resolution of **100 dpi**.

ARTWORK RECEPTION DEADLINE

- Please deliver files 2 weeks prior to campaign start date.
- Late delivery may affect the campaign's start date or the duration.

TECHNICAL DATA

Final format : 47,25" X 68,25"
Bleed : 0,25" all around
Copy safe : 45,25" X 65"
Visible image : 46,25" X 66"
Material: .007 translucent polyester