

# MOBILE BILLBOARDS SPECS.

Flexibility to target high traffic roads



## FILE FORMATS

Format: PDF preferred or Adobe CS5 Design Suite files (Illustrator; InDesign; PhotoShop). Outline all fonts and supply all linked files.

Ratio: 1:1 (100% of final size)

## FILE SETUP

Include 20mm of bleed

All images should be min 300dpi when placed

Convert ALL fonts to outlines

All overprint/trapping options should be turned off

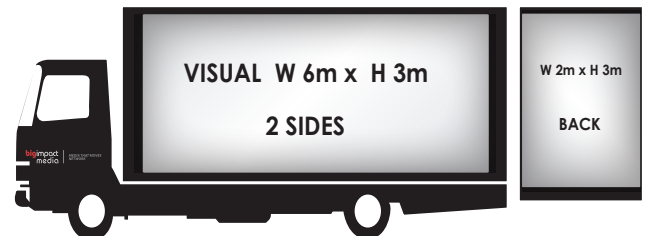
Do not use ASCII encoding for EPS files, use Binary only

All files must be supplied CMYK not RGB

Set all solid black to C 20% M 20% Y 20% K 100%

If not supplying as PDF, supply all native files (.TIFs & .EPS files etc.)

that are linked & updated within the document



Send files under 4MB via email. Use a sharing service like Hightail, Dropbox or Google Drive for larger files.  
Send artwork to [admin@bigimpactadvertising.com.au](mailto:admin@bigimpactadvertising.com.au)