– SETTING THINGS UP

STATIC NOTE

Refer to panel specific dimensions provided on the Campaign Instruction Specs spreadsheet.

ARTWORK SETUP SIZE

Visual area: refer to Campaign Instructions Specs spreadsheet – 1/10 scaling plus 40 millimeters bleed on all sides (no trims).

ACTUAL SIZE

Visual & finished size: refer to Campaign Instructions Specs spreadsheet. Bleed: 400 millimeters bleed on all sides.

ACCEPTED FORMAT

High resolution print ready PDF files (maximum PDF file size of 500MB) Preferred option is for layered files to be exported with PDF/X-4 setting.

RESOLUTION

All high resolution images and files are to be supplied 300dpi at artwork size (CMYK).

FONTS

All fonts / text to be converted to outlines.

APPROVED SUBSTRATES

Frontlit – EdgeFlex Dura 440, SignTuff440, VIEWflex440
Backlit – Avery MPI4412, Viewflex560

BARCODES

A unique barcode ID will be provided for artwork approved for display by JCDecaux. The scannable barcode MUST be printed in the top right corner of the visible area.

FILE TRANSFER

Please email the artwork or transfer link to your Campaign Delivery Executive or AU.CampaignDelivery@jcdecaux.com Supplied files must be labelled with: 'Campaign ID_design Name'.

– GETTING IT TO US

FINISHING

Specific Finishing as per Campaign Instruction Specs spreadsheet.

LABELLING

All material delivered to JCDecaux installers MUST be labelled clearly and contain the following:
1. Campaign Name
2. Panel size & Static Panel number
3. Qty
4. Barcode image
5. Barcode number

DEADLINES

Finished artwork is required 21 days prior to the campaign start date.
Finished material is required 7 days prior to the campaign start date.

NON-CONFORMANCE

Incorrect material delivery may affect the on time installation and display period of the booked media campaign. JCDecaux will advise media client of non-conformance situations.

If you have questions related to these guidelines or require further information please contact Campaign Delivery on (02) 9557 6555 or email **AU.CampaignDelivery@jcdecaux.com** for assistance.