

# ARTWORK GUIDELINES

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Static & Digital Requirements



# ARTWORK GUIDELINES: STATIC

## STATIC BILLBOARD REQUIREMENTS

### EXPORTING PDF

All PDFs should be saved as 'Press Quality' PDFs. Please add crop marks and bleed marks and offset them so they appear outside the bleed area. If you are using Illustrator, just export it with Trim Marks (the others are not available.)

### TEXT

All fonts and strokes should be converted to outlines.

### SIZING

Files should be set up at 10% of actual size. Please see below for billboard skin sizes.

### BLEED

When setting up your document at 10% be sure to add the bleed to every edge at the full size listed below. Bleed will wrap around the edge of the billboard, text should be inside the bleed area.

### IMAGES

Images need to be 300 DPI at document size. EFFECTIVE DPI and not ACTUAL DPI.

### COLOUR MATCHING

All artwork should be set to CMYK colour. If required please specify PMS colours for accurate colour matching.

### SENDING ARTWORK TO GOA

Email (Maximum 12MBs) to [laura.grainger@goa.com.au](mailto:laura.grainger@goa.com.au) or online file transfer website. eg: [dropbox.com](https://www.dropbox.com)

### PROOFING

You will receive an e-proof via email for your final approval prior to print.

### DELIVERING SKINS TO GOA

If you are printing the skin yourself please organise delivery to goa HQ - 143 Abbotsford Road, Bowen Hills QLD 4006  
NOTE: Please ring the bell at the delivery door.

## STATIC ARTWORK SIZE REQUIREMENTS

BILLBOARD TYPE	ACTUAL BILLBOARD SIZE (100%)	REQUIRED ARTWORK SIZE (10%)	BLEED	ARTWORK SIZE WITH BLEED	FILE TYPE
<b>6 X 3</b>					
Pocket	6000mm x 3000mm	600mm x 300mm	20mm	640mm x 340mm	PDF
Rope (Kedar)	5920mm x 2920mm	592mm x 292mm	1mm	594mm x 294mm	PDF
<b>SUPERSITE</b>					
Pocket	12660mm x 3350mm	1266mm x 335mm	20mm	1306mm x 375mm	PDF
Rope (Kedar)	12515mm x 3270mm	1251.5mm x 327mm	1mm	1253.5mm x 329mm	PDF
<b>SPECTACULAR</b>					
Pocket	18000mm x 6000mm	1800mm x 600mm	20mm	1840mm x 640mm	PDF
Rope (Kedar)	19430mm x 7930mm	1943mm x 790mm	1mm	1945mm x 792mm	PDF
<b>MINI</b>					
Rope (Kedar)	3000mm x 1500mm	298mm x 148mm	1mm	300mm x 150mm	PDF

# ARTWORK GUIDELINES: DIGITAL

## DIGITAL BILLBOARD REQUIREMENTS

### DEADLINE

All digital artwork is due by 5pm the Thursday prior to display commencement.

### JPEG FORMAT

All artwork should be supplied as a JPEG, generally in the highest possible quality.

### ARTWORK SIZING

Files should be set up in pixels. Please see below for digital billboard sizes.

### FILE SIZE

The file should not exceed 500kb once exported as a JPEG.

### BLEED

No bleed required on digital artwork.

### IMAGES

Images need to be 72 PPI at document size. *EFFECTIVE PPI and not ACTUAL PPI.*

### COLOUR MATCHING

To reproduce the correct colours on the screen, all artwork and images should be set to RGB colour.

### SENDING ARTWORK TO GOA

Email (Maximum 12MBs) to our graphic designer Laura - [laura.grainger@goa.com.au](mailto:laura.grainger@goa.com.au) or via online file transfer website.

eg: [dropbox.com](https://www.dropbox.com)

## DIGITAL ARTWORK SIZE REQUIREMENTS

BILLBOARD TYPE	ORIENTATION	REQUIRED ARTWORK SIZE (W X H)	FILE TYPE
6m x 3m	Landscape	768px x 384px	JPEG
4m x 5m	Portrait	312px x 390px	JPEG
ICONIC™	Portrait	648px x 768px	JPEG
VALLEY ICONIC™	Landscape	<a href="#">Visit our website for template</a>	JPEG

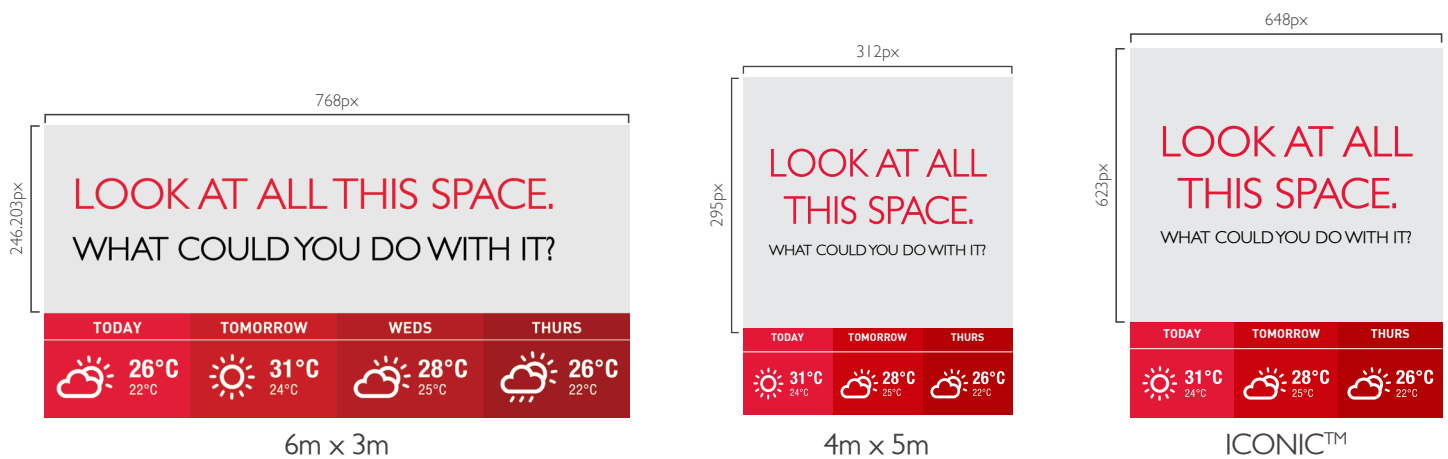
# ARTWORK GUIDELINES: WEATHER SPONSORSHIP

## BILLBOARD REQUIREMENTS

- Please see previous page for all formatting instructions
- Weather Sponsorships are only available on the following two sizes of digital billboards
- Artwork only needs to be supplied for the top section - 768px x 246.203px
- The weather section will be automatically generated

## ARTWORK SIZE REQUIREMENTS

BILLBOARD TYPE	ORIENTATION	REQUIRED ARTWORK SIZE (W X H)	FILE TYPE
6m x 3m (Weather Sponsorship)	Landscape	768px x 246.203px	JPEG
4m x 5m (Weather Sponsorship)	Portrait	312px x 295px	JPEG
ICONIC™ (Weather Sponsorship)	Portrait	648px x 623px	JPEG



# ARTWORK GUIDELINES: DIGITAL SITES

SITE NUMBER	LOCATION	SUBURB	ORIENTATION	ARTWORK SPECS (W X H)
<b>6M X 3M (WEATHER SPONSORSHIP COMPATIBLE)</b>				
4006 0011	Bowen Bridge Road (Cnr O'Connell Terrace) (Inbound)	Herston	Landscape	768px x 384px
4006 0018	Breakfast Creek Road	Newstead	Landscape	768px x 384px
4006 0027	143 Abbotsford Road	Bowen Hills	Landscape	768px x 384px
4006 0030	Bowen Bridge Road (Cnr O'Connell Terrace) (Outbound)	Herston	Landscape	768px x 384px
4006 0032	Inner City Bypass	Bowen Hills	Landscape	768px x 384px
4011 0002	Cnr Sandgate and Junction Roads	Clayfield	Landscape	768px x 384px
4051 0004	Cnr Samford Road and Wardell Street	Enoggera	Landscape	768px x 384px
4102 0005	222 Ipswich Road	Woollongabba	Landscape	768px x 384px
4103 0004	548 Ipswich Road	Annerley	Landscape	768px x 384px
4105 0004	Beaudesert Road (Outbound)	Moorooka	Landscape	768px x 384px
4105 0005	Beaudesert Road (Inbound)	Moorooka	Landscape	768px x 384px
4120 0004	Logan Road	Greenslopes	Landscape	768px x 384px
4006 0028	276 Barry Parade (Inbound)	Fortitude Valley	Landscape	768px x 384px
4169 0001	89 Shafston Avenue (Cnr Wellington Rd)	Kangaroo Point	Landscape	768px x 384px
4031 0001	Gympie Road (Bruce Highway)	Kedron	Landscape	768px x 384px
4101 0009	193 Melbourne Street	West End	Landscape	768px x 384px
4101 0010	Annerley Road (Cnr Stanley Street)	South Brisbane	Landscape	768px x 384px
4122 0008	1644 Logan Road (Outbound)	Mt Gravatt East	Landscape	768px x 384px
<b>4M X 5M</b>				
4030 0006	Lutwyche Road (Outbound)	Lutwyche	Portrait	312px x 390px
4053 0001	22 Gladstone Road (Inbound)	Highgate Hill	Portrait	312px x 390px
4053 0002	22 Gladstone Road (Outbound)	Highgate Hill	Portrait	312px x 390px
4122 0004	2433 Logan Road (Outbound)	Upper Mt Gravatt	Portrait	312px x 390px
4122 0005	2433 Logan Road (Inbound)	Upper Mt Gravatt	Portrait	312px x 390px
4102 0007	Cnr Deshon and Logan Rd	Woolloongabba	Portrait	312px x 390px
4170 0005	Wynnum Road (cnr Container Street)	Cannon Hill	Portrait	312px x 390px
<b>ICONIC™</b>				
4064 0003	315 Milton Road (Inbound)	Milton	Portrait	648px x 768px
4064 0004	315 Milton Road (Outbound)	Milton	Portrait	648px x 768px
4066 0011	Coronation Drive	Toowoong	Portrait	648px x 768px
4006 0013	Ann Street (Cnr Chester Street)	Fortitude Valley	Portrait	648px x 768px
4006 0022	Abbotsford Road	Bowen Hills	Portrait	648px x 768px
4215 0006	501 Olsen Ave (Outbound)	Southport, GC	Portrait	648px x 768px
4215 0007	501 Olsen Ave (Inbound)	Southport, GC	Portrait	648px x 768px
<b>VALLEY ICONIC™</b>				
4006 0034	148 Brunswick Street	Fortitude Valley	Landscape	3096px x 432px

[Visit our website for Valley Iconic template.](#)

# ARTWORK GUIDELINES: EXPORTING

## DIGITAL BILLBOARD REQUIREMENTS

### EXPORTING FROM INDESIGN

1. To ensure best image quality check all images are linked and that the effective PPI is 72.  
Note: Turn on the effective PPI column in the LINKS panel under PANEL OPTIONS in the drop down menu.
  2. Choose File > Export.
  3. Name the file, including the artwork dimensions (eg. myartwork\_768x384px) and select JPEG as the export format.
  4. Click Save.
  5. In the EXPORT JPEG window define the QUALITY (maximum will produce the best looking artwork), set the RESOLUTION (PPI) to 72 and select RGB as the COLOUR SPACE.  
Note: If the resolution is set to anything else the final JPEG will be an incorrect size.
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### EXPORTING FROM PHOTOSHOP

1. Choose Image > Image Size to check that the artwork is set up to the correct dimensions and resolution.
  2. Choose File > Save For Web
  3. In the Save For Web window define the presets on the right. Set the FORMAT to JPEG and choose the required QUALITY.  
Note: Higher the quality, higher the exported file size (expected file size is listed down in the bottom left of the window). A quality of 100/Maximum will produce the best looking artwork, however artwork can be no larger than 500kb so the quality may need to be adjusted.
  4. Click Save
  5. Name the file, including the artwork dimensions (eg. myartwork\_768x384px) and click save.
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### EXPORTING FROM ILLUSTRATOR

1. To ensure best image quality check all images are linked and that the PPI is 72 in the LINKS panel.
2. Choose File > Save For Web
3. In the Save For Web window define the presets on the right. Set the FORMAT to JPEG and choose the required QUALITY.  
Note: Higher the quality, higher the exported file size (expected file size is listed down in the bottom left of the window). A quality of 100/Maximum will produce the best looking artwork, however artwork can be no larger than 500kb so the quality may need to be adjusted.
4. Check the image sizes (also on the right) are correct and then click Save
5. Name the file, including the artwork dimensions (eg. myartwork\_768x384px) and click save.

