



get noticed

INTRODUCTION

This manual is designed to outline Production Processes and increase an understanding of Production matters. It is particularly useful for those in Production and Sales.

The manual provides information about the different sizes and types of billboards, the production and installation process, costs and associated deadlines. It also outlines the various processes, forms and procedures that will assist you in making the production process as smooth and as timely as possible.

Please understand that most of the information in this manual is confidential. This manual is for goa employee's only and is not to be given or loaned to anyone outside of goa Billboards!

If you have any questions or would like clarification on anything contained in this manual or any other production query, please feel free to contact the Production Department and we will be happy to help.



Pete & Dean



STATIC



3m x 1.5m Billboard

The smallest of our billboards. There are only three of these in our inventory. They take Rope Edge Skins only. Often referred to as a "6 Sheet." None are illuminated.



6m x 3m Billboard

The most common size billboard in our inventory. They come as both illuminated and non-illuminated and take either Rope Edge or Pocket skins, sometimes both. Sometimes referred to as a "24 Sheet."



12.66m x 3.35 Billboard

Often called a "Supersite." Almost always illuminated except in rural areas. Will take either Rope Edge or Pocket, sometimes both are possible.

There are several billboard sizes in the goa inventory. Static billboards are either illuminated or non-illuminated. Most are industry standard sizes.

STATIC



12.66m x 3.35m EMC Supersite

EMC stands for Electronic Message Centre. A number of our Supersites have these. They allow advertisers to run additional messages that can be easily updated. Sales support will help you get your client's message on the EMC. Static messages only.



Spectaculars

Beenleigh: Pocket skins only. 18m x 6m

Hattonvale: Rope skins only. 19.5m x 8.5m

DIGITAL



4m x 5m GRID

Clients can change copy every minute. No video or animation, stills only. They run 5am–10pm.



6m x 3m GRID

Size is actually slightly larger than 6m x 3m and this is reflected in the art specs for these signs. Clients can change copy at any time. No video or animation, stills only. They run 5am–10pm.



6.48m x 7.68m Curve ICONIC Digital

The newest edition to THE ICONIC SERIES. Clients can change copy at any time. No video or animation, stills only. They run 5am–10pm.

There are several billboard sizes in the goa inventory. Most are industry standard sizes however there are also different types of billboards such as **Digitals.**

DIGITAL



6.48m x 7.68m ICONIC Digital

Clients can change copy at any time. No video or animation, stills only. They run 5am–10pm.



30.96m x 4.32m The Valley ICONIC

Leading THE ICONIC SERIES, it is goa's flagship digital screen. An architectural landmark. Clients can change copy at any time. No video or animation, stills only. They run 5am–10pm.



14.40m x 7.20m Newmarket ICONIC

goa's brightest addition to the ICONIC Series. An unmissable location on Newmarket Road. Clients can change copy at any time. No video or animation, stills only. They run 5am–10pm.



13.20m x 3.20m Springfield ICONIC

goa's long landscape addition to the ICONIC Series. On Sinnathamby Bvd, this is an unmissable double sided billboard. Clients can change copy at any time. No video or animation, stills only. They run 5am–10pm.

MATERIAL TYPES EXTENSIONS & OVERLAYS

Different types of billboards require different types of material to be installed to display the client's message. In this section we cover the different types of material we print on and why we select them. You will also learn about Extensions, Overlays and Protrusions.

Rope Edge

These skins are finished with a special type of rope around the outside edge of the skin called Kedder Rope. This type of finish allows the installer to feed the edge of the skin into a piece of aluminium Sail-Track which is then screwed to the face of the billboard.

On some sites we prefer this type of finish because it does not require the installer to access the rear of the sign which is difficult or impossible on some double sided billboards or billboards that are hard up against a wall.

Disadvantages to using Rope Edge skins

The attachment of the aluminum Sail-Track requires it to be screwed into the panels and structural beams of our billboards. Over time this leaves many holes and ultimately degrades the sign face and adversely affects the structural integrity of the billboard structure.

There is no non-conductive alternative for Sail-Track. This makes it dangerous to use around high voltage power lines and a number of our billboards are in close proximity to these.

It can be difficult for the installers to exert enough tension on a Rope Edge skin to ensure a wrinkle free installation. Particularly on larger billboards such as Supersites and Spectaculars.

**Rope Edge/
Pocket:**
There are two
types of skin.



INSTALLING ROPE SKINS

A rope edge skin secured through
the aluminium sailtrack

Pocket

These skins are finished with a 100mm pocket around the outside edge of the billboard skin. This pocket allows either an aluminum or a non-conductive fiberglass pole to be inserted into the pocket. The installer then attaches a ratchet to the pole and uses this to tension the entire skin around the billboard face.

We prefer Pocket skins on almost all of our billboards for a number of reasons.

There is no need to drill holes into the billboard structure.

The installer can easily tension the skin very tightly using the ratchets. This helps make for a wrinkle free installation.

On sites that are close to electrical overhead wires our installers can opt to use non-conductive poles instead of the aluminum which reduces the risk of the installer coming into contact with high voltage wires.

Self Adhesive Vinyl (SAV)

Self Adhesive Vinyl is like a giant sticker, it is mainly used to print overlays onto.

Overlays

We use overlays in a number of ways but mostly we use them to update or make changes to small areas on a client's skin. This way we can make changes without having to print an entirely new skin. It is also sometimes used to cover stubborn graffiti. In these cases we take a photo of the damaged section of the skin and forward this to our printer. They then re-print the damaged section only onto a piece of SAV which is then installed over the graffiti.

NOTE: If your client has purchased their production through goa at the book rate then their material is automatically covered by our Production Guarantee and will be replaced and installed free of charge! (See the last page for details.)



Poles inside the pocket of a skin.
The installer is tensioning the ratchet.

Protrusions

A Protrusion is similar to an extension but where an extension is fitted to the edge of the billboard a Protrusion is fitted to the face of the billboard often to create a 3-D effect. As the size and weight of Protrusions vary we quote all such jobs on the supply of finished art.

Protrusions can take all shapes and sizes. We have mounted cars, giant spinning coins and wriggling pigs onto our billboards in the past. Some are mechanised and move and others have featured smoke machines, shimmer disks and other effects.

Protrusions can be very expensive and a great deal of care is required when discussing such ideas at the concept level with the client. If your client wants to investigate a Protrusion or moving 3-D element it is best to get the Production Team involved in the process at the earliest opportunity.



PROTRUSION ON A BILLBOARD

Extensions

Extensions are used by clients when they want to go "outside the box" so to speak. When done well an Extension can really lift a billboard out of its surrounds and give the clients creative much more impact.

Basically an Extension is when the creative goes outside of the normal dimensions of a billboard. They are usually placed along the top of a billboard but sometimes they are mounted along the side or along the bottom.

Size conditions:

Our billboard structures have been engineer approved to have an additional 10% added to their total sign face area. In the case of a Supersite the total sign face is 42.41 square metres. Therefore the maximum allowable extension on this site is 4.2 square metres. This is not to say that we cannot fit larger Extensions if required, but these have to be



EXTENSION ON A BILLBOARD

presented to the Production Department for appraisal before approval can be given. We restrict the height of Extensions to 1.5m. Again if you wish to go over this then please consult the Production Department.

Position or Placement Conditions:

Care has to be taken when designing creative that feature Extensions. The placement of Extensions along the top of a billboard rarely present any problems but mounting them on the side or the underside of a billboard face can be problematic.

A billboard's proximity to a building or power lines may prevent the attachment of an Extension along the side of a billboard face. As most of our illuminated billboards are lit from below, Extensions mounted on the bottom of signs can sometimes run into the light booms or an EMC.

Build Quality Conditions:

We build most of our Extensions ourselves but sometimes we are asked to install Extensions that have been fabricated elsewhere and they are often built poorly and lack the structural integrity we require. If you are sourcing material that includes a pre-fabricated Extension then please note that it will have to be inspected by our Production Department before it can be installed. If an extension has to be modified then this will be at the client's expense.

PRICE MATRIX COST OPTIONS

Static Billboard Material

Type	Size	Agency Rate Standard/road (4-5 days)	Direct Rate Standard/road (4-5 days)
Mini	3000m x 1500m	\$300.00 + GST	\$398.00 + GST
6m x 3m	6000mm x 3000mm	\$505.00 + GST	\$640.00 + GST
SUPERSITE	12660mm x 3350mm	\$1,190.00 + GST	\$1,390.00 + GST
SPECTACULAR	18000mm x 6000mm	\$2,990.00 + GST	\$3,790.00 + GST
SPECTACULAR	19500mm x 8000mm	\$3,980.00 + GST	\$4,910.00 + GST

FOR A COMPLETE INSTALL LIST PLEASE GO TO
G:\ ADMIN \ YIELD MASTER.XLS

Installations

The prices listed below offer an overview of install rates.

Size	Price
3m x 1.5m	\$185.00 + GST
6m x 3m	\$350.00 + GST
SUPERSITE	\$850.00 + GST
SPECTACULAR	\$1,750.00 + GST

SAV

\$250.00 min up to 6 square metres.

See production for larger. (area = width x height)

Reflecto Skin

These are for 6mx3m sites. To get the best benefit from the skin we have

2 options, 12 month life of the skin and 24 month life of the skin.

12 months - \$990.00 + GST

24 months - \$1,390.00 + GST

Extensions

\$340.00 per linear metre installed.

(Linear metre is measured along the edge of the extension where it joins the billboard.)

STATIC PRINTED ARTWORK

File Requirements

- All artwork must be supplied as a high resolution Press Quality PDF
- Please add crop marks and offset them to the same measurement as the bleed so they appear outside the bleed area
- Colour profile must be CMYK
You may send artwork with specific Pantone colours – they will be colour-matched
- Images need to be 300 PPI at document size (in InDesign this is Effective PPI, not Actual PPI)
- All fonts and strokes must be converted to outlines
- Graphics must go to bleed edge. Bleed will wrap around the edge of the billboard
- Text must be inside the artwork visible area (see website for example)

Billboard Location

Not sure what size your billboard is? You can check on our website goa.com.au/billboard-sites

File Naming

Please name your file with your business name, the campaign name and the dimensions of your file. (eg. client_campaign_768x384).

Sending Artwork to goa

Email a link to your artwork via online file transfer website or email the file (with a maximum 18Mb) to design@goa.com.au

Static Artwork Size Requirements

Billboard Type	Actual Billboard Size (100%)	Required Artwork Size (10%)	Bleed	Artwork Size With Bleed	File Type
6 x 3					
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
SUPERSITE					
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
SPECTACULAR					
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
MINI					
Rope (Kedar)	3000mm x 1500mm	298mm x 148mm	1mm	300mm x 150mm	PDF
ALBION PORTRAIT					
Rope (Kedar)	3000mm x 4500mm	300mm x 450mm	1mm	302mm x 152mm	PDF

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: **18 Immarna Street, Albion, QLD 4010**



EFFECTIVE OUTDOOR ADVERTISING

Rule 1: Keep It Simple

- Use short copy – ideally a maximum of 8 words
- Avoid cluttering with too many elements

Rule 2: Make It Legible

- Use bold, easy-to-read fonts. The further away it can be read, the longer the viewer has to read and remember it
- Keep spacing between lettering even and consistent
- Consider high contrast colours

Rule 3: Make Your Brand Clear

- Include a large logo – make sure you can read the business name!
- If your logo isn't clear, make sure your business name is written out clearly

Rule 4: Make Your Call to Action Clear

- Make sure the call to action is clear so that your billboard campaign is successful with measurable results
- Avoid a detailed call to action in roadside environments. Phone numbers and addresses are too long to remember and audiences can't write them down while driving!
- The call to action could be one of the following:
 1. Direct people to your website
 2. Direct people to Google your business name or a phrase
 3. Direct people to your store/location
 4. Direct people to buy a product



STORAGE & PRODUCTION GUARANTEE

Storage

Clients can store their billboard material with us for a small charge. Generally we prefer not to store material. Some billboard material will continue to deteriorate even when stored. We take no responsibility for a client's material stored on our premises.

Storage is billed 12 months in advance. Please remember that unless otherwise advised, material kept for longer than 3 months will be discarded or recycled.

6m x 3m	\$165.00 + GST per annum
Ridgi-Flex	\$165.00 + GST per annum
Supersites	\$315.00 + GST per annum
Spectaculars	\$515.00 + GST per annum
Extensions	\$515.00 + GST per annum

THE GOA BILLBOARDS PRODUCTION GUARANTEE

When your client produces material through goa Billboards it is protected by our production guarantee. This means that if your material is affected by any blemishes or faults it will be replaced at no cost to the client. It is also protected for a period of twelve months from fading and any seam failures. Additionally goa Billboards insure the skin so that if it is damaged by graffiti or vandalism the skin will be repaired or replaced by goa at no cost to the client.