



2022 ARTWORK GUIDELINES



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).
Do not include any symbols in the file name other than standard brackets(), underscores_ or dashes-

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
PORTRAIT					
Rope (Kedar)	3000mm x 4500mm	298mm x 448mm	1mm	300mm x 450mm	PDF

Sending Artwork to goa

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

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

Any questions?
We can help,
call (07) 3854 1150

File Requirements

- All artwork must be supplied as JPEG
- Colour profile must be RGB
- Images need to be 72 PPI at document size (this is Effective PPI not Actual PPI in InDesign)
- No bleed is required on digital artwork with the exception of the ICONIC™ format (refer to notes in the table right)
- The file must not exceed 500kb once exported
- If images are higher than 72 PPI, they may need to be rasterized to avoid pixelation

Billboard Location

You can check on our website goa.com.au/billboard-sites

Deadline

All digital artwork is due by **midday** the Thursday prior to display commencement

File Naming


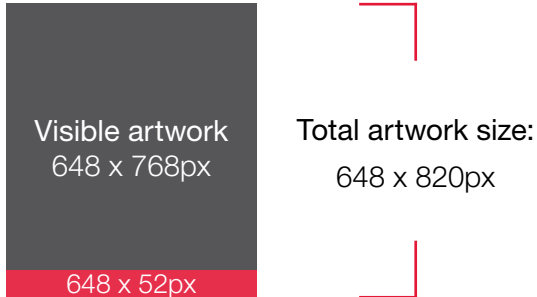
Please name your file with your business name, the campaign name and the dimensions of your file. (eg. client_campaign_768x384).

Do not include any symbols in the file name other than standard brackets(), underscores_ or dashes-

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Digital Artwork Size Requirements

Billboard Type	Orientation	Required Artwork Size (W X H)	File Type
6m x 3m	Landscape	1440px x 720px	JPEG
4m x 5m	Portrait	312px x 390px	JPEG
ICONIC™	Portrait		JPEG
<p>PLEASE NOTE</p> <p>ICONIC™ artwork (648px x 768px) requires an additional 52px (H) strip of solid colour at the base of the artwork. This determines the colour that will be used to illuminate the base of the billboard structure at night and will not be visible on the digital screen. Please see example below.</p>			
			
VALLEY ICONIC™	Landscape	Visit our website for template	JPEG
<p>PLEASE NOTE</p> <p>Valley ICONIC™ artwork (3096px x 432px) is an unusual shape, with multiple negative spaces. It has a designated safe area for copy. Please visit our website to download a template to ensure your artwork works in the space.</p>			
NEWMARKET ICONIC™	Landscape	1440px x 720px	JPEG
EATONS HILL ICONIC™	Landscape	1344px x 432px	JPEG
3142 SURFERS PARADISE BOULEVARD	Portrait	432px x 864px	JPEG

Any questions?
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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

Tips:

- View your artwork from a distance to make sure that it's clear and legible
- If you can't say it in a few words, don't
- The best billboards are in your face, they cut to the point simply but with impact. They plant a core idea into consumers' minds and don't *over explain* their message.

