Toilet advertisement specifications

Artwork preparation

File format: 297 x 420 mm (portrait A3)

Margins top: 10 mm

Margins bottom: 8 mm

Margins left and right: 8 mm
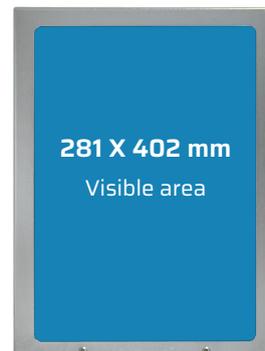
Bleed: Full bleed, 3 mm all around

Artwork resolution: 300dpi

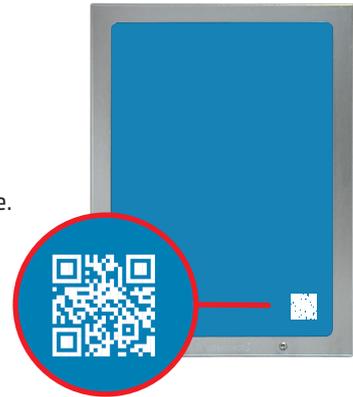**Color profile:** CMYK

PMS-colors will be converted to CMTK.

For an accurate approximation of the PMS colors, please provide a color or PMS reference.

Visable area (portrait A3)

297 X 420 mm
Portrait A3

281 X 402 mm
Visible area

Design tips

- Minimum front size: 6 pt.
- **QR-code application:** Place the QR code in a clear position and consider using an integrated UTM link. With a UTM link, you can track in Google Analytics how many people have scanned your QR code and what actions they take on your website. Additionally, a UTM link makes it easier for users to scan your QR code.
- We recommend making the QR code at least 2x2 cm in size.
- **Submit multiple artworks for free:** For example, create two designs for male/female or convey your message with different taglines.

PDF export

PDF: PDF/X1-a 2001
Marks: check "Crop marks".
Bleed area: Check "Use document bleed settings"

Artwork submission

Email your artwork to: traffic@altermedia.nl (mention the advertiser's name).
Submitting larger files (>25 MB) can be done via www.wetransfer.com.
Deadline: 1 week before the start of the campaign.

Contact information DTP studio

For all your questions, you can contact us via:
Phone: +31 30 234 24 50
Email: traffic@altermedia.nl