Mobile Billboards advertisement specifications

Artwork layout

File format: 220 mm x 222 mm (W x H)

Top margin: 10 mm

Bottom margin: 10 mm

Left and right margins: 10 mm

Artwork resolution: Create image at 720 dpi

Bleed: Full bleed, 3 mm image area all around
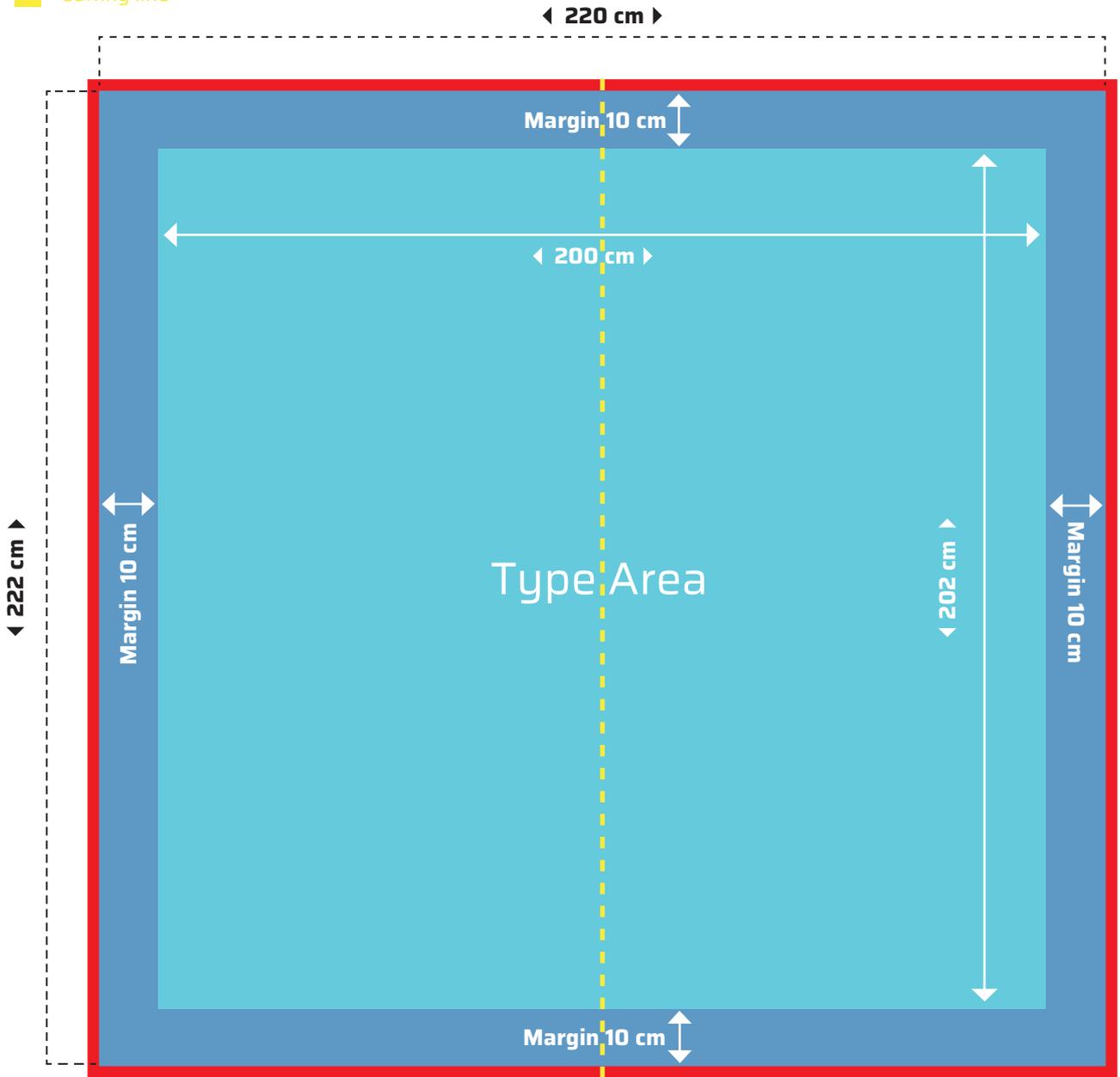
Color profile: CMYK. PMS colors will be converted to CMYK. For accurate PMS color matching, provide a color or PMS reference.

Design tips

Placement of text and logo: The artwork will be cut in half (see image on the next page). When designing, consider the placement of the text, logo, and other visual elements.

Multiple designs? If you want to use multiple artworks, you can do so at no extra cost. You can submit up to 5 artworks.
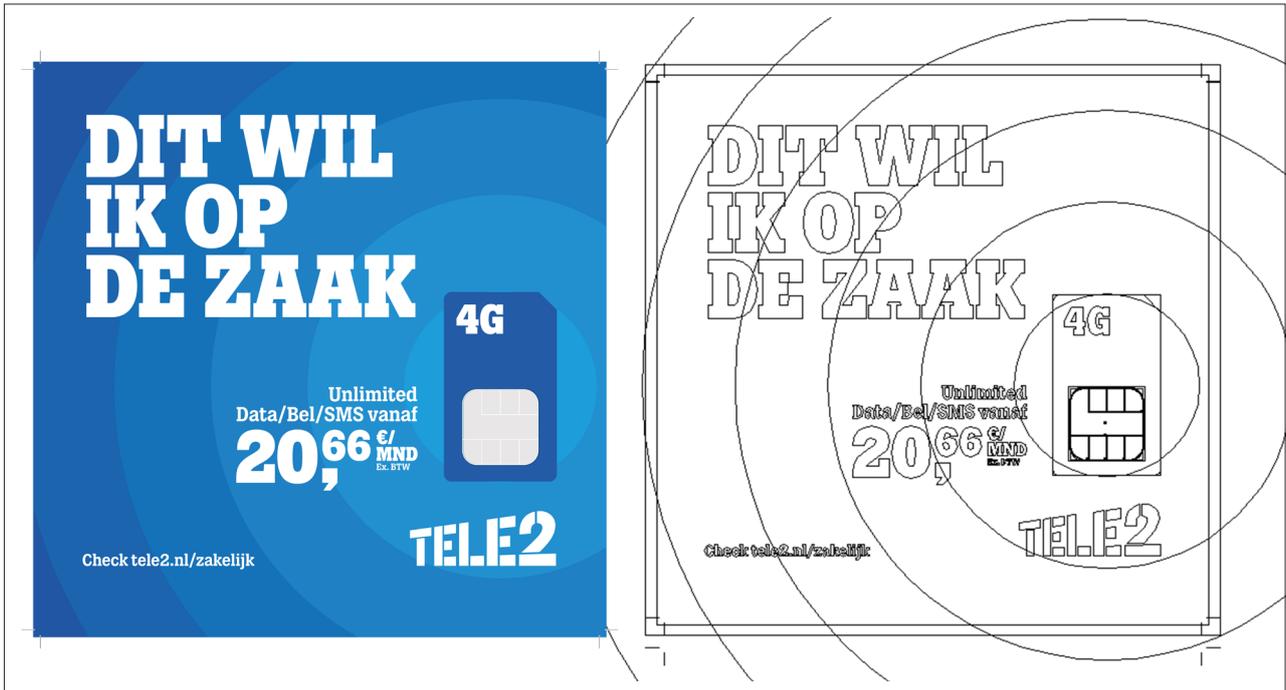
= Bleed (3mm)
= Margin
= Type Area
= Cutting line

◀ 220 cm ▶

222 cm

Margin 10 cm

◀ 200 cm ▶

202 cm

Margin 10 cm

Margin 10 cm

Type Area

Margin 10 cm

altermedia

Text outlines

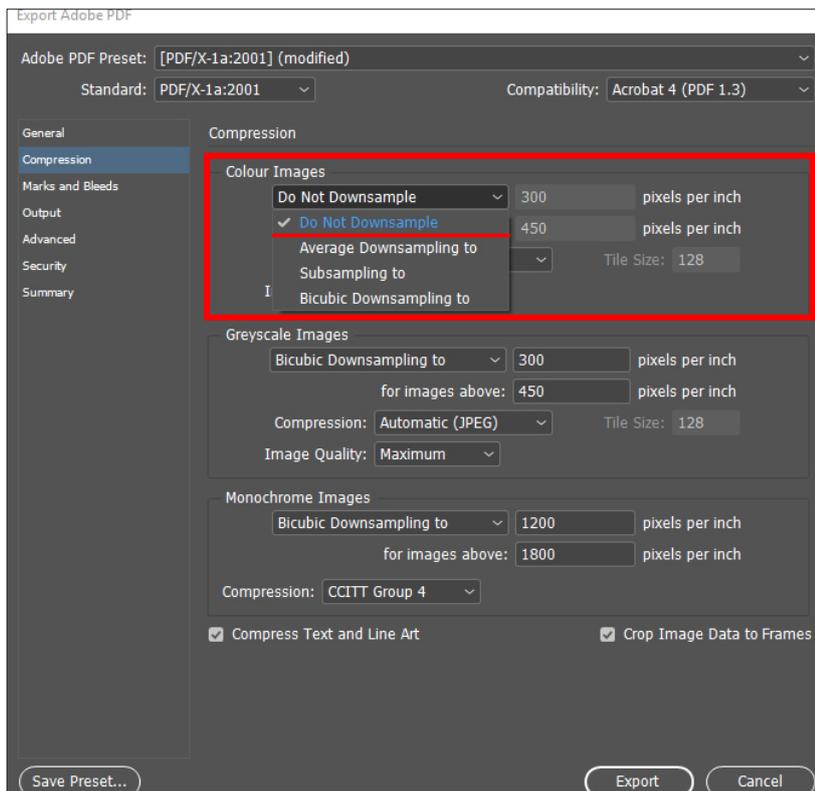Always convert the text to outlines, as shown in the example below.

Select all text and use the following shortcut: SHIFT + COMMAND/CONTROL + O

DPF export

- **File type:** PDF/X-1a:2001
- **Enable Crop and Bleed marks** (3 mm all around).
- **Select "Do Not Downsample"** under compression to maintain the required 720 DPI for the PDF.
  See the example below.

Artwork submission

Email files to: traffic@altermedia.nl (mention advertiser's name).

For larger files (>25 mb),use www.wetransfer.com.

Deadline: 3 weeks before campaign start.

Contact information DTP studio

For all your questions, you can contact us via:

Phone: +31 30 234 24 50

Email: traffic@altermedia.nl