

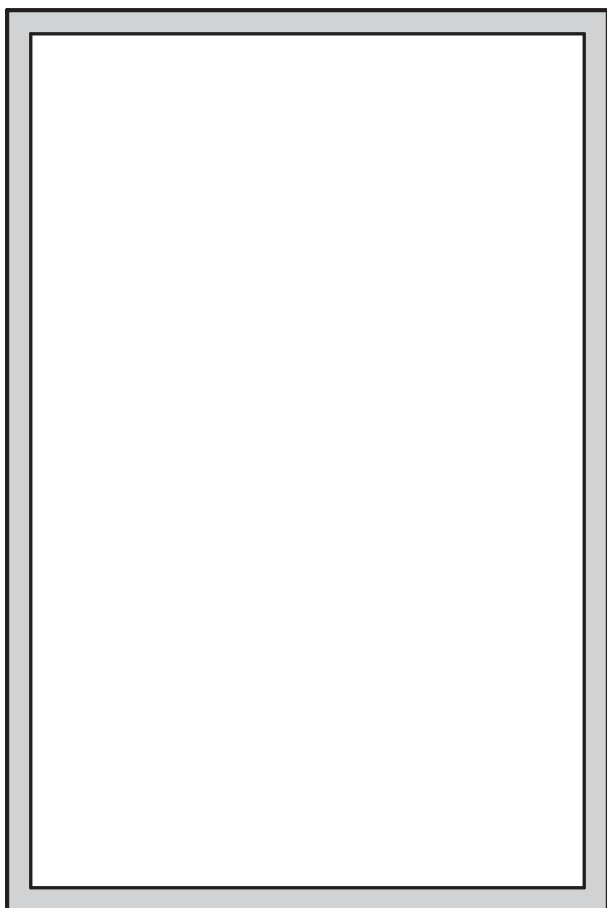
## Artwork Guidelines- Indoor & Outdoor Posters

### Outdoor Posters- Double Crown

All artwork needs to be set up at the correct scaling to the final artwork. Bleed outside the print area is not required.

E.g. A Double Crown size poster at 508mm x 762mm needs to be set up at

- 50.8mm x 76.2mm (Tenth Scale)
- 127mm x 190.5mm (Quarter Scale)
- 254mm x 381mm (Half Size)
- 508mm x 762mm (Full Size)



A double crown sized poster should have a safe area of 40mm internal bleed where there is no text or important images. This is shown on the diagram in grey. The safe area measures 468mm x 722mm.

When looking at print resolution, if your file is at tenth scale and viewed at 1000% this will give you the exact view of how it will print. i.e. the actual correct size when magnified. Please note this only applies to image based files where images are 'live', such as Illustrator, Photoshop and high-res PDFs as the image is 'embedded' in the file. With layout files such as Quark and InDesign it is advisable to save as high-res PDFs, then view the PDF at the correct magnification. This rule also applies to all scaling with quarter scale being 400%, half size 200% and full size 100%.

#### With all artwork please ensure the following:

All elements are CMYK and not RGB. (Images, logos, etc.)

Black should be submitted as C 0%, M 0%, Y 0%, K 100%

All artwork has fonts/text included (embedded/uploaded) or are outlined in the files.

Images are 300dpi or an acceptable quality for the order.

If sending raw elements please include all files used in the creation of the artwork.

Please ensure PC files are supplied as print ready high-res PDFs with fonts/text outlined.

**Queries or need advice?**  
email us at [artwork@ppdonline.co.uk](mailto:artwork@ppdonline.co.uk)

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