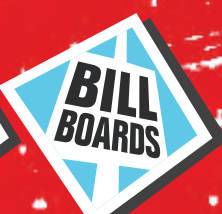


# ARTWORK SPECIFICATIONS

**MORE  
REPETITIVE**

**MORE  
CAPTIVATING**

**MORE  
VALUE**

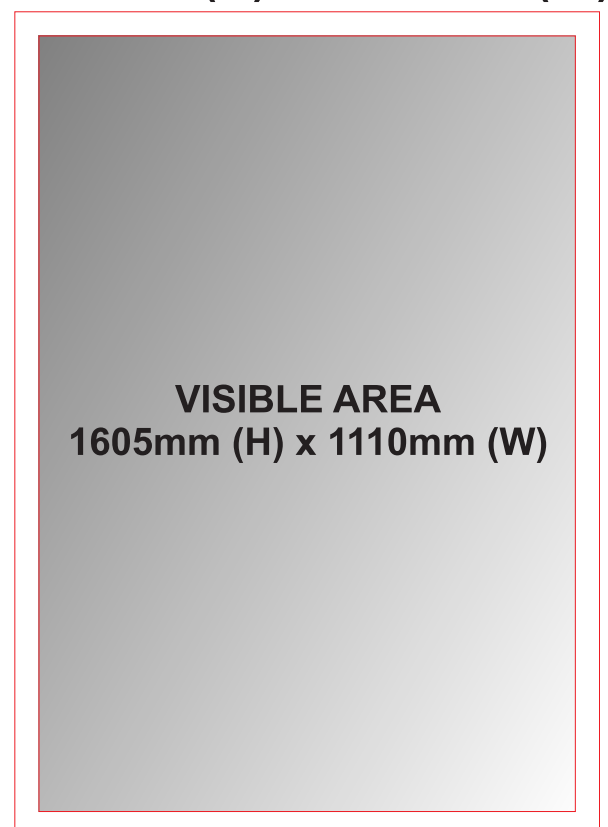


# Adreach Street Pole AD Artwork Specifications

## TERMS & CONDITIONS

- No printing will be done without a artwork quote signed off by the client & a signed Street Pole Ad Contract have been received by the Adreach;
  - In the case of Agencies Printing and Production will not commence without a print order and client instruction (PO & CI Numbers) having been provided to ADreach;
  - Invoices for printing and production, in the case of Direct Clients, are payable on presentation of invoice;
  - Artwork not provided for in the contract will be for the client's account.
  - If the Client cancels the contract after printing has been done the Client will be liable for all artwork costs.
  - If the Client supplies prints the only cost to the Client will be for application and installation which will be subject to quotation. Prints must be supplied on block-out vinyl, minimum 720dpi – without exception.
  - Lead time is 7 working days from date of receipt of all paperwork and final artwork approval by all parties concerned.
  - In the case of low resolution artwork ADreach needs a lead time of 14 working days to obtain the required approval from the relevant Municipalities.
  - If the client is printing more than 100 signs the client will be required to sign off a sample print which will add 2 days to the turn-around time.
- **SUPPLY ARTWORK AS:**
    - Hi Resolution PDF Files
    - NO CROP & COLOUR MARK'S!!
  - **RESOLUTION:**
    - Working to the full size - use 150dpi as resolution.
    - Working to a smaller percentage - use 360dpi as resolution.

**Bleed Size**  
**1705mm (H) x 1210mm (W)**



# REQUIREMENTS FOR LEGAL ADVERTISEMENTS

## • JOHANNESBURG

- **Size:** VISIBLE SIZE: 1605mm (H) x 1110mm (W)
- 50mm BLEED OUTSIDE VISIBLE AREA = 1705mm (H) x 1210mm (W)
- **Text Height:** 60mm minimum
- **Fonts:** Thick & Bold Fonts.
- **Creative musts:**
  - Max 8 WORDS per board (run of 3 boards).
  - Keep messages in same text font and same size.

**Example**   60mm

## • PRETORIA

- **Size:** VISIBLE SIZE: 1119mm (H) x 771mm (W)
- 50mm BLEED OUTSIDE VISIBLE AREA = 1219mm (H) x 871mm (W)
- **Text Height:** 60mm minimum
- **Creative Musts:** Max 8 words per board.
- **No** Consecutive storyboard allowed (**stand alone messages only**).
- A LOGO **MUST** appear on every board and must be at least 250mm in height

PLEASE NOTE the use of dye-cuts and 3D shapes outside of the frame are not expressly authorised by the City of Johannesburg Metropolitan Council ("the Council") and accordingly the Council may instruct ADreach to remove such artwork. The cost associated with such removal will be for the Client's account and the Client shall remain liable for payment to ADreach in terms of the contract notwithstanding the removal of the artwork. The same applies should any Council By-Law be transgressed by the content of any artwork.

## DESIGN HINTS

### • TEXT

- Use only bold and thick font types;
- Use the maximum lettering size that the artwork space will allow for (i.e. don't leave blank space on either side or on top and bottom of the advert).
- Keep main message text the same font and same size (a good example is the banner headline for the newspapers.)
- Leave adequate letter and word spacing to improve legibility (avoid letters touching).

**REMEMBER: FONT TYPE IS AS IMPORTANT AS FONT SIZE!!!!**

**CAN YOU SEE ME**

*CAN YOU SEE ME*

See how choosing  
the right font makes your  
campaign more effective

## • CONTENT

- Use single-minded messages;
- NO traffic signs or artwork resembling traffic signs are allowed.

## • COLOUR

- High contrasting colours work well, ie. the lettering colour must contrast sharply with the background.
- Colours that work well together are dark colours and white; red and white and yellow and black.
- The simpler the background the more legible the ad.
- Complex visuals with dark shades are illegible from a distance.
- For ILLUMINATED SIGNS (SUPALITE'S) it is advisable to use darker backgrounds with lighter text.

## • CAMPAIGNS

- Campaigns using consecutive boards should be consistent and communicate as a unit
- It is advisable to keep background colours consistent.

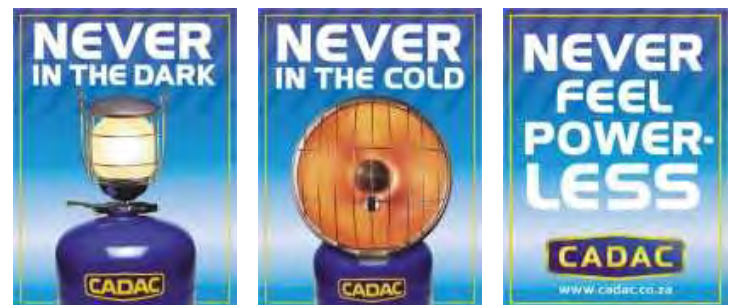


**TO TEST WHETHER YOU HAVE DESIGNED AN EFFECTIVE CAMPAIGN AND WILL GET YOUR MESSAGE ACROSS, PRINT THE ARTWORK ON AN A4 AND TAKE 8 STEPS BACK TO VIEW THE TEXT HEIGHT AND COLOURS.**

### BAD CAMPAIGN



### AN EFFECTIVE CAMPAIGN



UNLESS PROVEN OTHERWISE YOU ARE DEEMED TO HAVE RECEIVED, READ & UNDERSTOOD THE CONTENT HEREOF, AND ARE DEEMED TO HAVE AGREED TO ADHERE TO THE PROVISIONS & GUIDELINES CONTAINED HEREIN.