

PRIMELITES



MEDIA TYPE	SUBSTRATE & PRINT SPECIFICATIONS
Primelites Landscape	Backlit Rigiflex 3000mm x 6000mm Visual size: 2900mm x 5900mm Please ensure that critical elements of the artwork especially text fall within this area.

Backlit Rigiflex Structures

These structures are internally illuminated and printed darker (double-strike) so that they are colour correct when viewed at night. This means that the visuals will appear darker during the day. Darker colours are affected more than lighter colours ie the difference between single-strike and double-strike is more noticeable on darker colours.

The faces are printed with the double-strike to prevent them from appearing faded and dull when the boards are illuminated.

Repro Specifications:

Scans must be full colour CMYK, approx A3 at 300dpi not less than 180mb.

File Formats : Adobe Photoshop - ver3, 4, 5.5, CS3, Adobe Illustrator - 8, Corel Draw - 13, Indesign - CS3.

Convert all type to paths. Cromalin/Iris proof for colour matching purposes. May use Pantone references for spot colours, CMYK % values are not acceptable, due to differences in pigment hues from printer to printer. Bleed background to material size.

NOTES: If a document contains any scanned or raster images, supply these as separate Photoshop "tif" or "eps" files. No links should be embedded on document. Ensure document is "CMYK" not "RGB". All type must be converted to curves. Bleed must be added all round in final made up document. If no bleed is added, the file must be supplied in a layered format. All artwork must be set up to a minimum of 10% of the final size. DPI of scans should be a minimum of 300dpi and 10% of final size.