



Preparing content for printing

ADVERTISING NEXT TO SHOPPING MALLS

BILLBOARDS AROUND SHOPPING MALLS ACROSS SLOVENIA.

INSTRUCTIONS FOR PREPARING THE PRINT FILE

The client must deliver files for offset and digital printing in the digital form (preferably pdf) that can be read on a PC or Mac.

Sent files should be created using the following software (formats):

Adobe Photoshop (pdf.,eps., jpg., tiff., psd.)
Adobe Illustrator (ai., eps.)
Freehand (eps., fh.)
Corel Draw (cdr.)

If you send open-source files, attach the used fonts or convert all text to curves.

**Dimensions for large
format printing:**

Billboard (offset or digital printing) 400 cm x 300 cm + 5 mm crop

The files should have a resolution of 300 dpi.
CMYK color model should be used.
Materials for printing should be scaled 1:10.
File in the format: PDF for press.

**Official deadline for
file delivery:**

7 business days before campaign start.

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