

## A3 POSTER SPECIFICATIONS



<b>Paper size:</b>	420 x 297mm (A3) portrait.
<b>Bleed:</b>	426 x 303mm to allow for trim variances
<b>Safe copy area:</b>	395 x 270mm
<b>Resolution:</b>	300 dpi or greater is recommended
<b>Paper:</b>	170gsm coated paper
<b>Audio format:</b>	WAV, 16 bit Mono @ 44.1 KHz (best) or 22.050 KHz. Max recording time: Playback at 16KHz: 20 Seconds Playback at 12 KHz: 30 Seconds (reduced quality)

### Approval

**ALL COPY MUST BE APPROVED BY ADMEDIA PRIOR TO PRINTING.**

Please email using either a jpeg or pdf proof of your design to [creatives@admedia.co.uk](mailto:creatives@admedia.co.uk)

### Artwork Format

The preferred format is a print ready PDF – please ensure that fonts are outlined/converted to paths and that colours are set as spot or CMYK process.

**If the artwork is to be supplied in any other format, please ensure that fonts are outlined/converted or supplied. All files must be Mac and PC compatible.**

### Supply of Artwork files

Artwork can be supplied in a number of ways:

1. Send your artwork by email (maximum 10mb) to [creatives@admedia.co.uk](mailto:creatives@admedia.co.uk)
2. When lead-time permits, artwork can be sent on CD to our office:  
Production, Admedia, 320 Regent Street, W1B 3BE
3. Upload your artwork to our ftp site (max 60mb): [www.admedia.co.uk/ftp](http://www.admedia.co.uk/ftp)  
Please notify us at [creatives@admedia.co.uk](mailto:creatives@admedia.co.uk) once you've uploaded
4. Send artwork larger than 60mb via Mediafire: [www.mediafire.com](http://www.mediafire.com),  
You Send It: [www.yousendit.com](http://www.yousendit.com) or similar

### Spare Posters

All production work require spares to be supplied, usually 2 copies will be sufficient.  
Please contact a member of the operations team for the exact quantity.

### Proofs to be supplied

Supplying a hard copy proof is optional, however it is required when colour matching is important.  
Admedia is not responsible for any colour variations that may occur when a proof is not provided.

### Please Note:

If 'Direct Response Tear-Offs' have been booked with the A3 campaign, it is essential that you consult the 'Direct response SPECS' document before designing the A3 poster. The pads are fitted onto the A3 poster and therefore have to be incorporated into the A3 creative.

If any further questions or queries, please contact Richard-Lee Read on 0207 927 7108, or e-mail [Richard-LeeRead@admedia.co.uk](mailto:Richard-LeeRead@admedia.co.uk)