

A3 MIRROR CLING SPECIFICATIONS



Paper size:	420 x 297mm (A3) portrait or landscape
Bleed:	426 x 303mm to allow for trim variances
Resolution:	300 dpi or greater is recommended
Material:	Static cling vinyl (clear or white)

If Admedia are not producing the mirror clings, it is imperative that they are produced using cling vinyl. Under no circumstances will paper stickers be accepted.

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

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
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
Please notify us at creatives@admedia.co.uk once you've uploaded
4. Send artwork larger than 60mb via Mediafire: www.mediafire.com,
You Send It: www.yousendit.com or similar

Die cut guidelines

If the creative includes die cutting, please allow at least 5mm bleed around the edge of the artwork to allow for trim variances. Please include a cutting guide with the creative, however this is subject to modification to ensure an adequate surface area for adhesion.

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.

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

A4 MIRROR CLING SPECIFICATIONS



Paper size:	297 x 210mm (A4) portrait or landscape
Bleed:	303 x 216mm to allow for trim variances
Resolution:	300 dpi or greater is recommended
Material:	Static cling vinyl (clear or white)

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Approval

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Artwork Format

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Spare Posters

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Please contact a member of the operations team for the exact quantity.

Proofs to be supplied

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A5 MIRROR CLING SPECIFICATIONS



Paper size:	210 x 148mm (A5) portrait or landscape
Bleed:	216 x 154mm to allow for trim variances
Resolution:	300 dpi or greater is recommended
Material:	Static cling vinyl (clear or white)

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Approval

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Please email using either a jpeg or pdf proof of your design to creatives@admedia.co.uk

Artwork Format

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Spare Posters

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Please contact a member of the operations team for the exact quantity.

Proofs to be supplied

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