

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)

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

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.

Spares

All production work requires spares to be supplied. Please contact Daniel Santure 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.

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 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-times permit, artwork can be sent on CD to our office:
Admedia, Production, 320 Regent Street, W1B 3BE
3. Upload your artwork to our ftp site (max 60mb): www.admedia.co.uk/ftp/
4. Send artwork larger than 60mb via Mediafire (www.mediafire.com)

Please contact Daniel Santure (020 7927 7116) or Rebecca Quartermaine (020 7927 7342) should you require any further information.