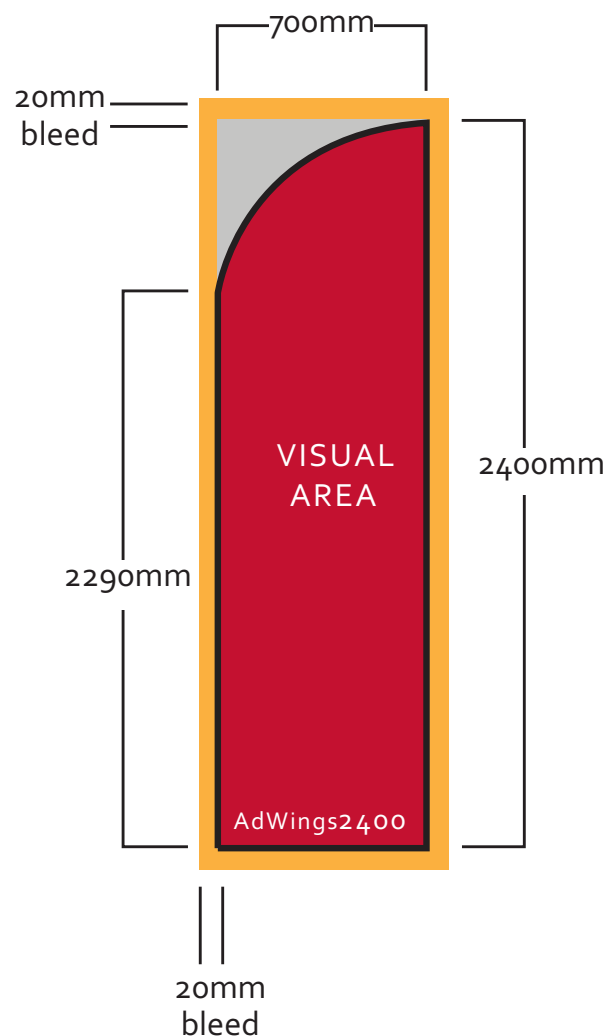




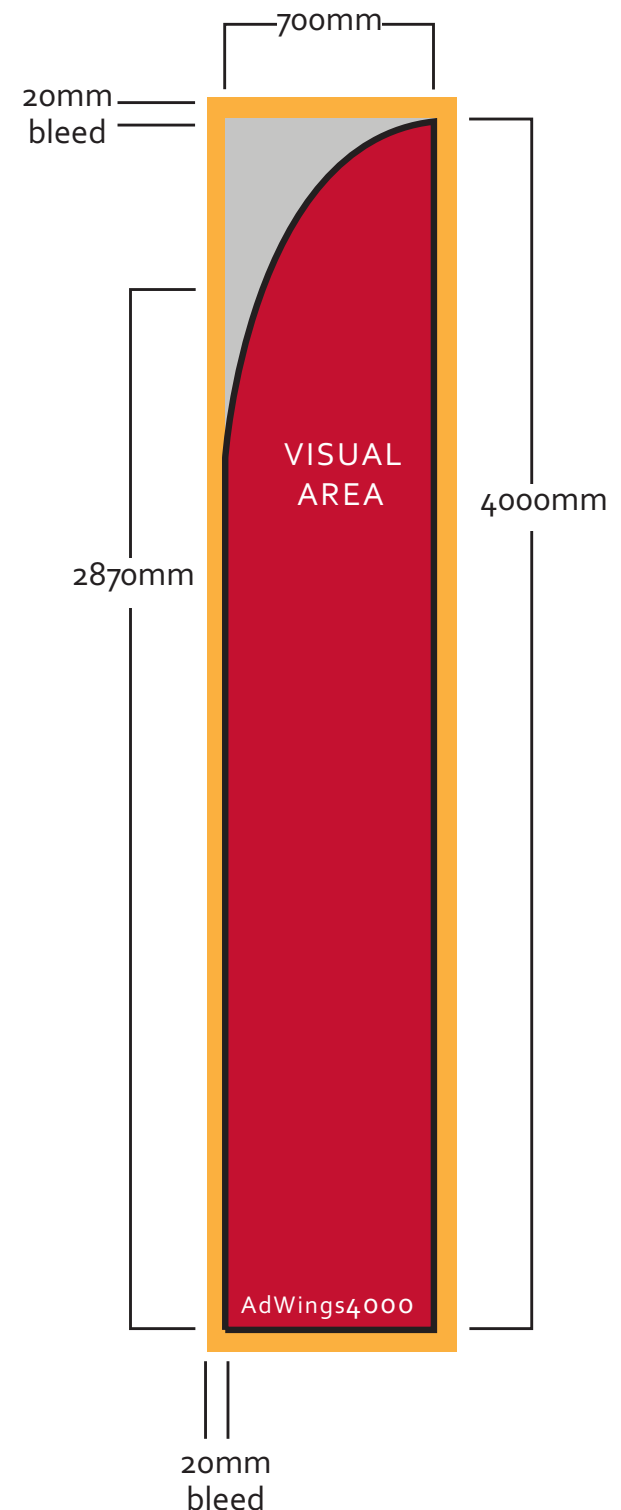
AdWings Artwork Requirements

- The AdWings system has a radial curve at the top. Please take this into consideration when preparing your artwork.
- 20mm bleed on all sides is required for all AdWings artwork. All text and logo's must appear inside the 'visual area'. The 'bleed area' will not be visible when banner is erect, however to ensure a professional finish, any background colours or graphics must extend to the bleed area.
- We recommend setting up your artwork to 25% of actual size. Resolution must be at least 75dpi at final print size.
- We accept artwork via our FTP facility. Please contact us for our FTP site details.
- For further information please contact Displays Direct on 02 9439 4399.

AdWings 2400



AdWings 4000



VARIOUS ADWINGS SIZES

AdWings Type	Visual Area (mm wide x mm high)
AdWings 2400	700 x 2400 (curve begins at 2290mm from base)
AdWings 4000	700 x 4000 (curve begins at 2870mm from base)

- visual area
- non visible area
- bleed area

Please include 20mm bleed area on all sides for AdWings.



BASIC REQUIREMENTS for large format digital printing

- 1 Before setting up artwork please confirm with us the exact dimensions of your graphic.
 - 2 As a general rule, artwork should be set up at 25% of actual size.
 - 3 Be sure to include relevant bleed (see individual banner specifications for bleed requirements) and ensure any background colours or graphics extend to these areas.
 - 4 Resolution must be at least 75dpi at final print size.
 - 5 Ensure all illustrator text is converted to outlines.
 - 6 If supplying Indesign files, they should be packaged to include all fonts, images etc.
 - 7 Please supply us with a colour proof of your final artwork and include clear written instructions.
 - 8 All of our printing is produced in CMYK. Whilst every effort is made to ensure accurate colour matching we cannot guarantee it. Please note any PMS numbers if colour matching is required. If you are concerned about colour accuracy, we recommend you request a proof to check colours prior to printing.
 - 9 We accept most file types, however for best results artwork should be set up in either Adobe Indesign or Adobe Illustrator. Please be aware that Artwork set up in Photoshop will not produce clear, crisp text.
 - 10 We accept artwork via our FTP facility. Please contact us for our FTP site details.
- For further information please contact Displays Direct on 02 9439 4399.