

# UNIK POSTER GRAPHIC NORMS



This document covers the production specs to build static ads. Best practices for producing effective and attractive visuals. What files to send our production team for prepress. Uploading artwork to our WeTransfer page.

# UNIK POSTER GRAPHIC NORMS



**Bleed**  
119" x 60"

**Final Format**  
118,5" x 59,5"

**Copy Safe**  
114,5" x 55,5"

## TECHNICAL DATA

**Final format:** 118,5" X 59,5"

**Bleed:** 0,25" all around

**Copy safe:** 2" all around

**Material:** .007 translucent polyester

**IMPORTANT:** Please include the crop marks in all high resolution PDF

## INSTRUCTIONS

- Please provide a high resolution PDF.  
(We also accept InDesign or Illustrator files)
- Link (not embedded) Photoshop images placed in Illustrator files.
- Outline every font or supply fonts.
- All files must be in CMYK.
- Supply Pantone references if applicable, don't convert to CMYK.
- Avoid transparency and gradient colors in Illustrator  
(use Photoshop).
- For an optimal black : C : 100%, M : 100%, Y : 100%, K : 100%
- Indicate your file's scaling ratio
- Final print must have a minimum resolution of 100 dpi.

## ARTWORK RECEPTION DEADLINE

- Please deliver files via: <https://neo-ooh.wetransfer.com>
- Please deliver files 2 weeks prior to campaign start date.
- Late delivery may affect the campaign's start date or the duration.

**IMPORTANT:** If no acknowledgment is sent by Neo within 24 hours after sending your material, it is your responsibility to contact us to follow up as for the receipt of your advertising material.