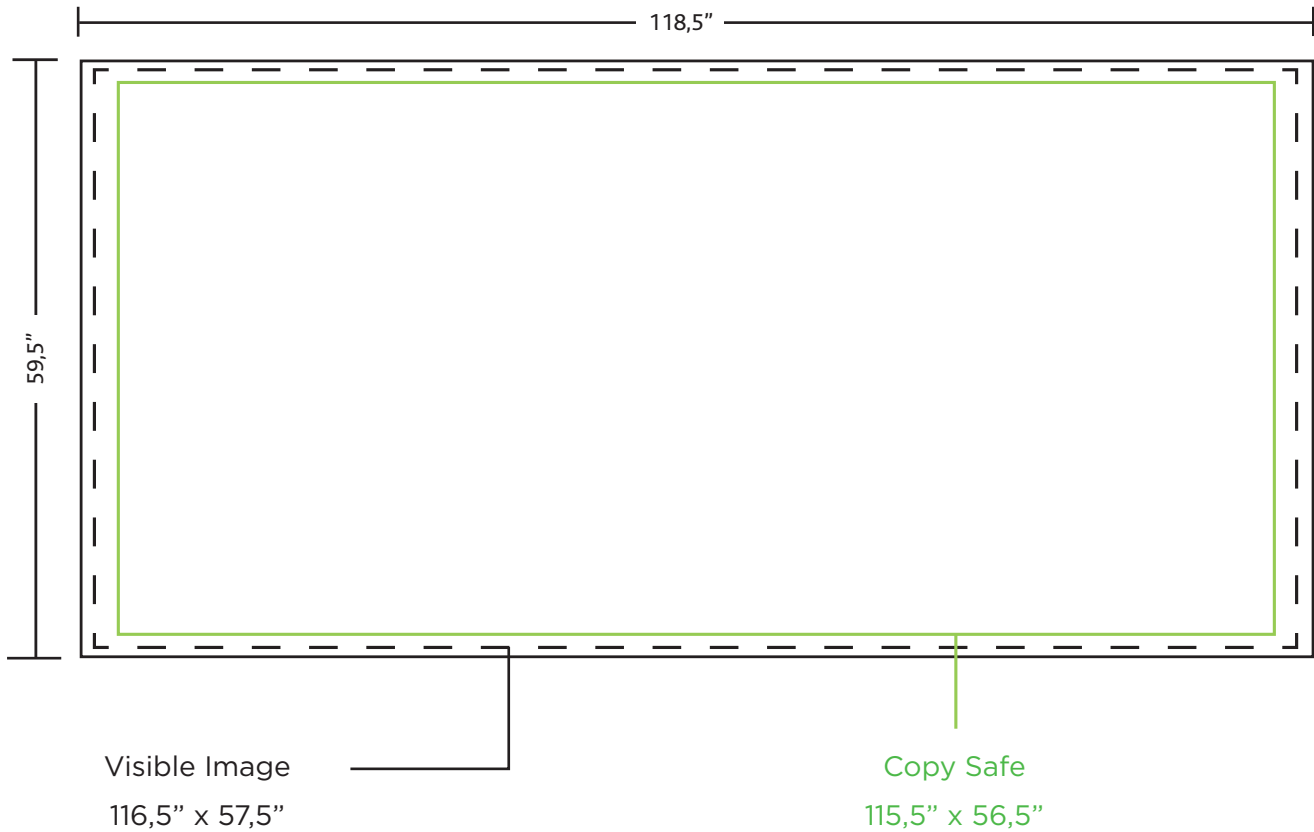


# GRAPHIC NORMS

## UNIK POSTER



**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 embeded) 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 2 weeks prior to campaign start date.
- Late delivery may affect the campaign's start date or the duration.

### TECHNICAL DATA

**Final format :** 118,5" X 59,5"  
**Bleed :** 0,25" all around  
**Copy safe :** 115,5" X 56,5"  
**Visible image :** 116,5" X 57,5"  
**Material:** .007 translucent polyester