



## PRINTING WITH ADSHEL

### SIMPLY SUPPLY YOUR ARTWORK TO AN ADSHEL PRODUCTION SPECIALIST

Your specialist will manage your entire campaign including;

- Ensuring the best quality printing.
- Recommend suggestions on making the most out of your creative concept.
- Offer competitive pricing.
- Illuminate your creative in its best light by ensuring correct stock is used.
- Ensure the production of accurate numbers of posters for your campaigns.
- Guarantee accurate delivery of posters.
- Print with short lead times.
- Provide the option for posters to be recycled after the campaign.

#### WHERE DO I GO FOR HELP?

 +64 9 377 5595  
 [adshel.co.nz](http://adshel.co.nz)  
 [production@adshel.co.nz](mailto:production@adshel.co.nz)

## NOT PRINTING WITH ADSHEL

### CONTACT A PRODUCTION SPECIALIST TO:

- Obtain accurate poster numbers including splits for Superlites, Metrolites, filler and spares following the booked campaign.
- Obtain accurate poster specs and templates for Superlites, Metrolites, filler and spares following the booked campaign.
- Obtain poster delivery deadlines and delivery addresses.
- Following artwork development, send a PDF to a production rep for commercial approval.
- Supply your printer's contact details to a production rep.
- Confirm poster deliveries with a production rep.
- Provide confirmation of delivery that all posters have been delivered and a signature of the person who signed for them at the depot.

### PLEASE NOTE

- A pdf of artwork **MUST** be supplied to a production specialist for commercial approval prior to printing.
- Any poster quantity and/or quality discrepancies will need to be rectified by Wednesday prior to posting to avoid additional fees and loss of display.

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## ARTWORK

### FILE SET UP

- Files can be supplied in all major Mac based design applications including InDesign CS4, Illustrator CS4 and Quarkxpress 8.
- Files are to be supplied as open files with all fonts and links, with an accompanying low res pdf for reference. Files should be 1/3 of the final size @ 300 dpi.
- Please ensure a small mark is positioned at the top centre of all artwork to identify the centre (i.e. a small line or cross hairs no more than 10mm deep). Blank file templates are available on request.
- Please email a pdf of proposed artwork to the below email addresses before despatch of file or commencement of print for commercial and council approval.  
[production@adshel.co.nz](mailto:production@adshel.co.nz)

## POSTER STOCK AND RECYCLING

### STOCK

Yupo Octopus FPU200	250ums	200gsm
Yupo Wazo	240ums	200gsm
Unipol ZTI200	250ums	200gsm

Adshel will only accept the 3 stocks listed. Posters printed on any other stock WILL NOT BE DISPLAYED.

Using these stocks will ensure that posters can be recycled in line with Adshel's Recycling Program in an effort to significantly reduce landfill and become more environmentally friendly whilst maintaining high standards of production.

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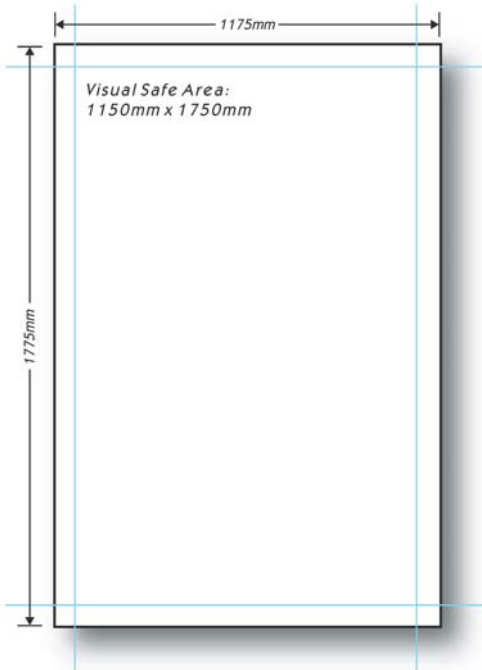
[production@adshel.co.nz](mailto:production@adshel.co.nz)

# ADSHEL

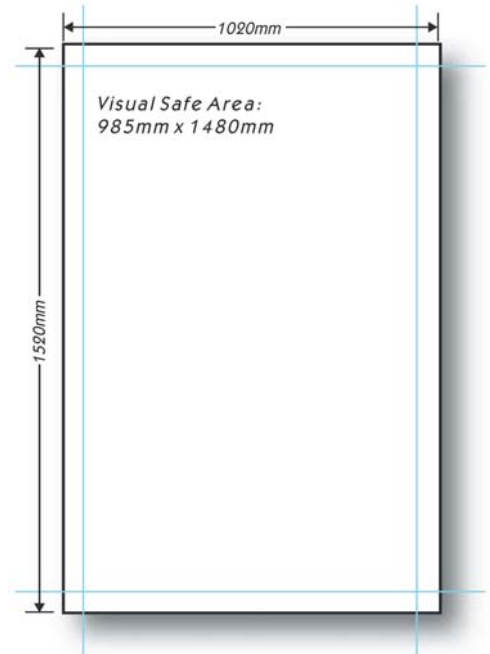
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## SUPERLITE PANELS



## METROLITE PANELS



### SUPERLITE

- Trim/Stock size: 1175mm x 1775mm\*
- Visual Safe Area: 1150mm x 1750mm\*\*

\* This is the minimum size posters must be supplied.

\*\* Images outside the visual safe area will be covered by the lightbox frame.

### METROLITE

- Trim/Stock size: 1020mm x 1520mm\*
- Visual Safe Area: 985mm x 1480mm\*\*

\* This is the minimum size posters must be supplied.

\*\* Images outside the visual safe area will be covered by the lightbox frame.



## DELIVERY

### POSTER DELIVERY

Adshel's proprietary software will create specific delivery instructions including splits for Superlites, Metrolites, filler and spares. Please contact a production rep for these details.

Posters are due no later than Wednesday prior to display. Contact a production rep for alternative deliveries.

### PLEASE NOTE

- Do not deliver posters without first contacting an Adshel specialist.

### ARTWORK DELIVERY

In order to facilitate accurate delivery please contact a production rep for poster numbers and delivery details.

Hard copy - Attn: Production  
Adshel, Level 1  
3 - 13 Shortland Street  
Auckland

Email - [production@adshel.co.nz](mailto:production@adshel.co.nz)

FTP - <ftp://ftp.adshel.com.au>  
user name: ftpuser  
Password: ftpaccess

### PLEASE NOTE

- Files sent physically are to be supplied on CD or DVD with colour correct proofs for reference.
- Following upload of artwork to the ftp, please notify your production specialist by email along with a lo res pdf for reference.

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## FAQ

### Q. WHAT IS THE CORRECT SIZE OF ARTWORK?

A: In most cases, each campaign is a combination of both Superlite and Metrolite panels. Please refer to Adshel's Production Specifications for details on artwork for Australian and New Zealand Campaigns.

### Q. WHAT SHOULD THE SUPERLITE/ METROLITE SPLIT BE?

A: Adshel's Production Team will contact you to discuss your campaign and in turn will provide you with a production breakdown. Do not use media schedules or sitelists to manually calculate production numbers. Required numbers are calculated on campaign size, number of bursts, consecutive or non-consecutive bursts and filler.

### Q. WHY DO I NEED TO PRODUCE SPARE POSTERS?

A: Each campaign is required to produce spares to cover any theft or damages so that your campaign does not lose any display time.

### Q. HOW DO I OBTAIN A PRODUCTION ESTIMATE ON MY CAMPAIGN?

A: Adshel can supply you with a production estimate. Please note that this estimate is based on the site list unseen and is therefore subject to change.

### Q. WHEN AND WHERE DO POSTERS NEED TO BE DELIVERED?

A: All posters should be delivered to the relevant Adshel delivery points at least 5 days prior to the campaign's commencement date. Please refer to Adshel's Delivery Sheets, supplied by the Production Team, for delivery addresses.

### Q. WHO ORGANISES PRINT PRODUCTION?

A: Adshel's Production Team can source suppliers and manage the print production of any campaign for you.

### Q. IS INSTALLATION INCLUDED IN THE MEDIA COST?

A: Yes, unless filler panels have been offered in which case they are subject to the \$25 (+GST) installation rate per panel.

### Q. DOES ADSHEL NEED TO APPROVE ALL CREATIVE?

A: Yes. This is to ensure that all advertisements are suitable for the mass market and comply with the voluntary codes of practice established by the advertising industry. Please email a pdf to the below details before commencing to print.

### Q. HOW DO I KNOW IF MY ARTWORK IS SUITABLE FOR THE ADSHEL MEDIUM?

A: Adshel's Creative Simulator ([adshel.co.nz](http://adshel.co.nz)) enables artwork to be easily uploaded and viewed within a shelter at multiple viewing distances. If unsure of the suitability of your creative for street furniture, you can forward to Adshel's Production Team for advice.

### Q. WHAT HAPPENS TO THE POSTERS AFTER THE CAMPAIGN?

A: At the end of each campaign, Adshel will store these posters for up to 30 days. During this time, Adshel should be advised if posters are to be destroyed or returned to the client (at the client's expense). If no notification is received, Adshel will dispose of all production material 30 days from the end of the agreement.

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