

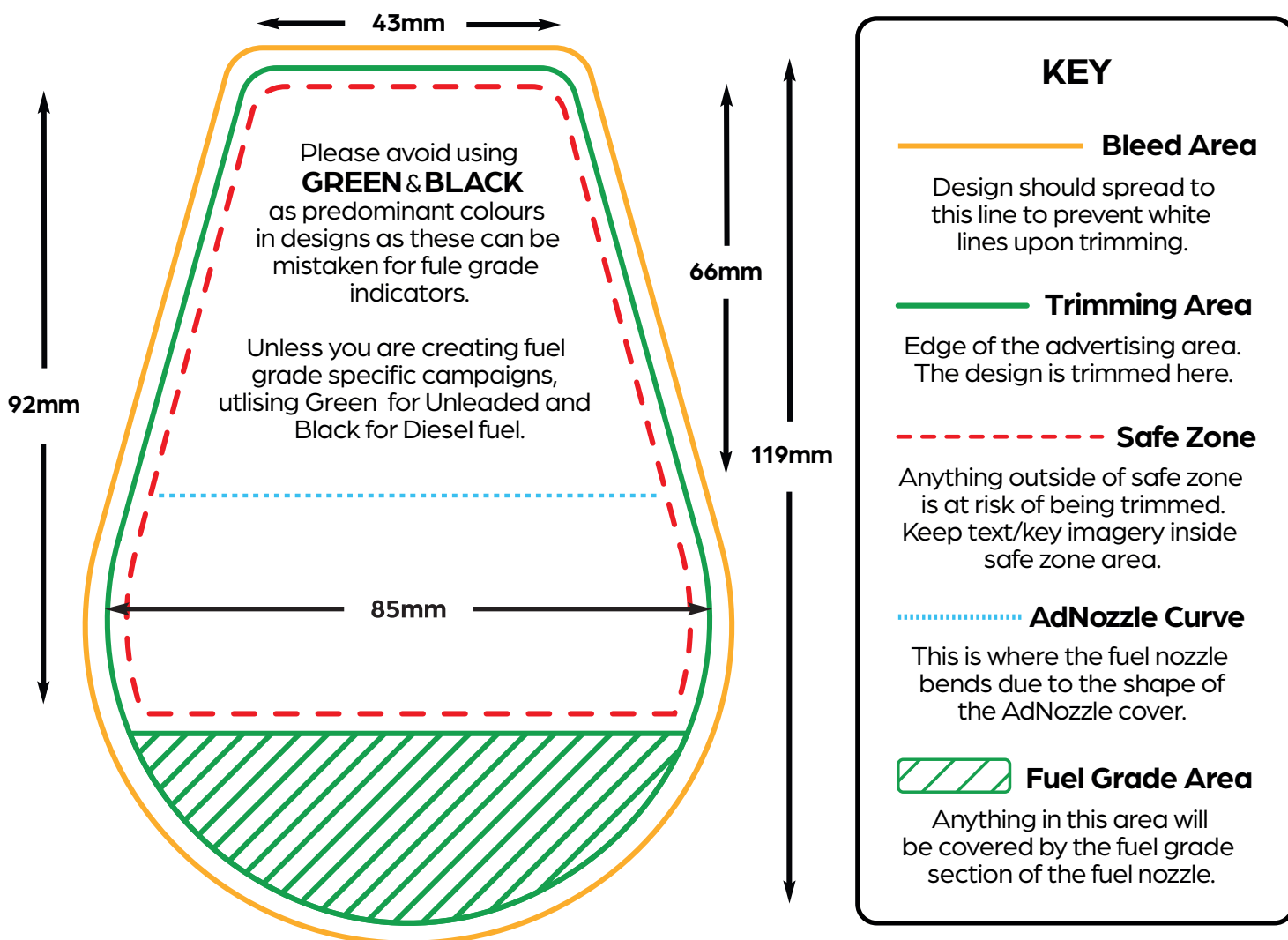
## Artwork Specification

All artwork you send to us is acceptable as PDF, Ai and EPS formats only. Please also always supply two versions of your artwork; One with the guides layer on, one with the guides layer off.

Please send your artwork files to: **artwork@t4media.co.uk** via email. Anything up to 20mb can be attached directly, whereas for bigger files, you may use WeTransfer to send us your files via a link.

Using your **Adobe Illustrator template** is easy ; If you have any artwork instructions or require more information, please contact your account manager. For any design or spec queries, please also refer to our Best Practice guide.

**SHOULD WE NOT RECEIVE A PROOF OF YOUR ARTWORK, WE WILL BE UNABLE TO ACCEPT LIABILITY FOR INCORRECT CONTENT.**



Please do not use this spec sheet to place artwork on to as not true to size. Please use approved T4Media templates only.



## FAQ's for AdNozzle Specs

### What is bleed, and what is the relevance to the trimming line on the nozzle?

The solid Green line on the guide, determines where your nozzle is cut to shape. During this process there can be movement and can in some cases cut outside of the trim area, so it's important that your pictures fall outside of the solid green line so that you don't get left with a white edge.

We would always recommend extending your coloured areas that go upto the edge of the orange bleed line to extend 3mm over the green line area, this way you will be assured that you don't get white edges.

### Why do I have to outline fonts?

A font when loaded on your computer has all the glyphs that make up the whole typeface and all of the component signs and symbols, however, when sending working files or editable PDF's, if the recipient doesn't own the correct font files, the computer is unable to find the font and reverts to a default one.

Outlining fonts allows the typeface to be converted into shapes rather than editable text, allowing it to keep its style without sending or embedding the fonts themselves.

### What about spot colours & RGB colour spaces?

No RGB images or colours, please. RGB colours are used on a digital display – not for printing. Any RGB image will get converted to CMYK during printing and may cause a colour shift or 'dulling' that you're not expecting.

The same applies here for spot colours (Pantone Colours), as, for the same reason, your artwork is printed in CMYK and there could be an unexpected colour shift.

### Why do my images need to be high resolution or high DPI?

When exporting your artwork, it's important to check to see that your images or rasterised elements (comprised of pixels) are at least 300dpi. Anything lower, and your artworks imagery could be lower-res and potentially compromised.

If you started with a 300dpi image and it's now lower, it's most likely because you have enlarged the picture in your design software.

### More information on PDFs

PDFs come in various versions, from v1.3 (flattened) to v1.8 (layered). Most Desktop Publishing software will allow you to choose which version you save your pdf as. We would always recommend using the highest possible version (currently v1.8) as these are layered files and produce a better print image with less potential problems than 1.3 versions.

However, there might be times when a flattened pdf is the only way to make your pdf, in which case we will use that version (Please note: we might not be able to do minor amends if needed to a PDF made as v1.3). Acrobat Professional comes with the ability to FlightCheck your files. We would normally do Flightchecks as a matter of course, but it would be better to sort out potential problems before we get the files to avoid any delays in the printing process.



# Conditions Governing the Acceptance of Advertisements

T4Media group reserves the right to refuse artwork if it is likely to be unacceptable to Oil Companies for approval, or does not comply with the conditions below.

We will however, provide guidance in the event of queries.

## Advertisements will not be accepted if in the opinion of T4 Media Group they :

- Do not comply with the law or incite anyone to break the law.
- Conflict with the British Code of Advertising Practice.
- Are unsuitable for display in a petrol forecourt environment.
- Do not comply with the artwork specifications (in some cases a charge will be made for any additional preparation work incurred).
- Are late and miss any artwork deadlines unless prior notice has been given and an agreement obtained from T4 Media Group in advance (late artwork may incur an additional charge and/or result in delayed posting of campaign).

## Reasons why an advert may be unsuitable for display in a Petrol Forecourt Environment :

- Advertisements are **competitive** to the Oil Company and its partners.
- Advertisements are **likely to offend fuel buyers**, or offend any ethnic, religious or other major groups.
- Advertisements make reference to fuel in a way that is **likely to antagonise** the Oil Companies hosting the advertising.
- Advertisements make reference to fuel grades in a way that could **distract or confuse fuel buyers** and potentially cause them to select the wrong fuel type for their car (eg. "Buy this Diesel Car" if displayed on an Unleaded nozzle).
- Advertisements that **feature significant amounts of colour (either background or text) that conflict with the fuel grade type** that it's displayed on and could cause fuel buyers to select the wrong fuel type for their car (eg. Green being used predominantly on a Diesel nozzle).

**If the creative campaign is designed for specific fuel grades, the grade indicator colour is permitted. Please see examples below :**



**All campaigns are subject to oil company approval – a process handled by T4 Media Group upon receipt of artwork.**



**AdNozzles**

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