

Production Specifications

How to Supply Completed Artwork

Supply artwork on CD with printed colour proof.

Or

Artwork can be uploaded at www.box.net/drop/Escalated/735fee5dd8

File Formats

Adobe Illustrator or Indesign

Artwork Dimensions

Image Area

(w) 100mm* x (h) variable (upto a Maximum of 5000mm)

Escalated will repeat the artwork to match the handrail length

Viewing Areas

Artwork should be structured in relation to handrail viewing areas.

See diagram 1.0.

Please ensure artwork is created to 100mm in width. Escalated will trim width to suit individual handrails.

See diagram 1.1.

Fonts

Convert all fonts to outlines.

Linked Images

All images should be supplied at a minimum resolution of 300dpi.

Images can be linked or embedded

Please supply all original images.

Colour

All colours should be indicated as CMYK.

Avoid large white backgrounds as escalators are susceptible to dirt.

If a colour proof is not provided, Escalated Advertising cannot be held responsible for colour variations.

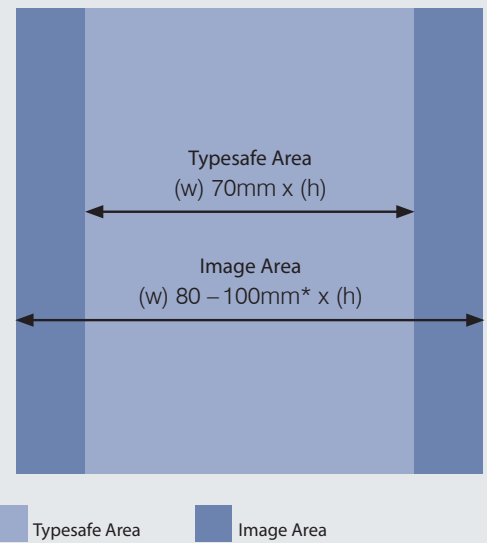
Artwork Deadlines

Escalated Advertising requires all final artwork no later than 14 days prior to the campaign start date.

Display Approval

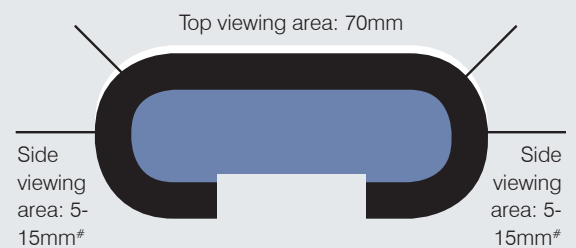
All creative must be approved by Escalated Advertising prior to commencement of printing.

1.0 Artwork Dimensions Diagram



* Image area varies depending on escalator handrail width. Create artwork to 100mm in width. Escalated Advertising will trim to suit individual handrails.

1.1 Artwork Viewing Area Diagram



#Varies Depending on escalator handrail width.

Artwork Considerations

Left and Right Handrail

Different artwork can be supplied for the left and right handrail if desired.

Viewing Distance

Text and graphics should be sized for optimum viewing at a distance of 600mm.

Artwork Orientation

Artwork can be written across the handrail (vertical) or along the length of the handrail (horizontal). Combinations are possible, however finished artwork must be supplied for both handrails.

See example shown for combinations 1.5.

Escalator Direction

Attention must be given to direction of escalator when laying out art and copy.

Down and Up Direction Only

Escalators which travel up or down only: Artwork can be across or along the length of the handrail, or a combination of both (not preferred).

See diagrams 1.2 and 1.3 for details.

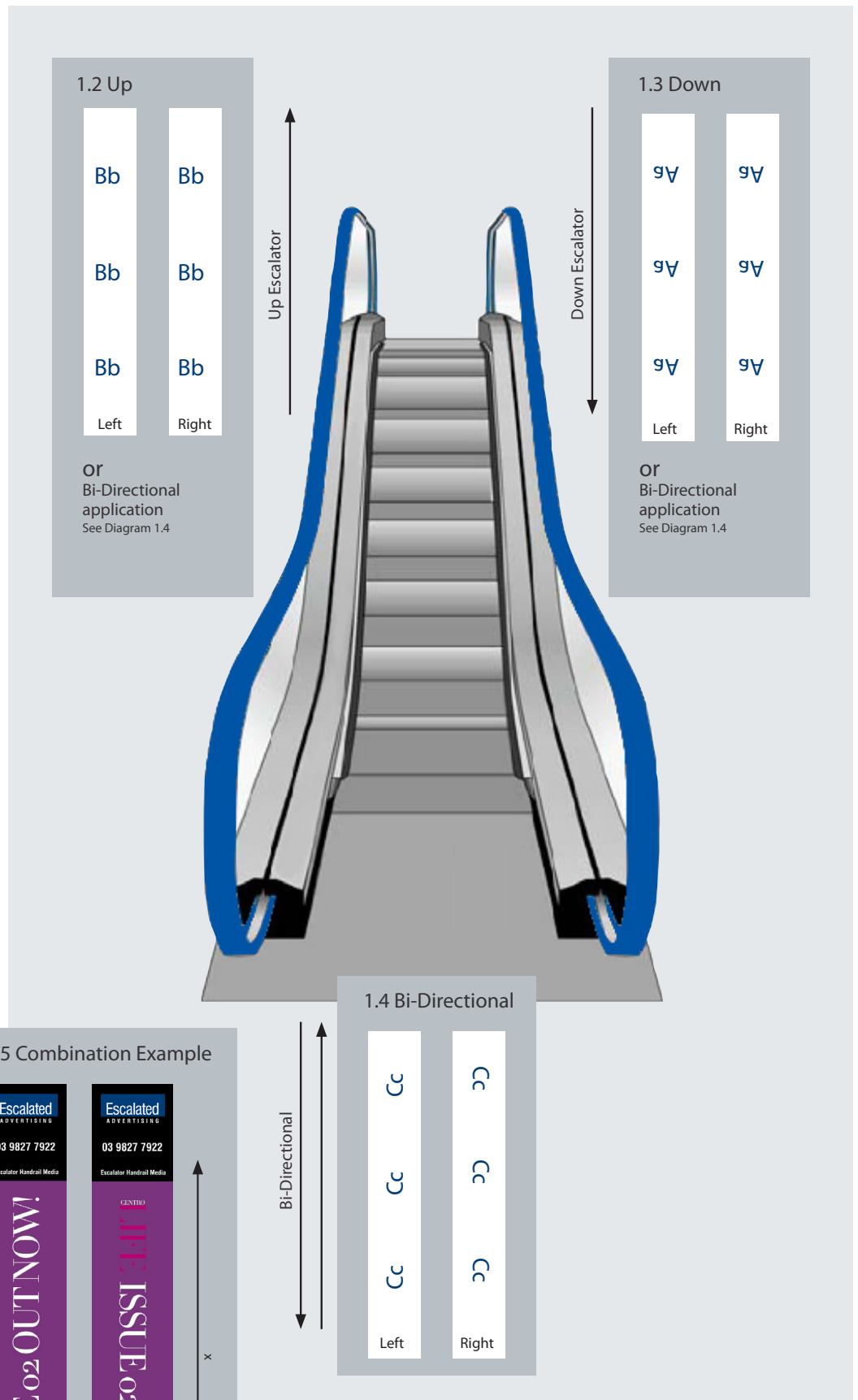
Bi-Directional

Escalators which are bi-directional (travelling up and down at different times of day): Artwork must be along the length of the handrail to ensure it is not read upside down.

See diagram 1.4 for details.

Artwork Template Available

An Illustrator template can be downloaded from our website.



1.5 Combination Example



Combination: Horizontal artwork needs to be flipped (x)

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