

## METRO FORMAT

### METROPOLE

FULL POSTER AREA: 3150mm (w) x 2320mm (h)

SAFE COPY AREA: 2940mm (w) x 2110mm (h)



**mcgowans**  
print innovation

McGowans Print Innovation are exclusive printers for all Metropole artwork

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Artwork should be laid out to full poster dimensions. Important information such as logos and texts should be kept inside the safe copy area. McGowans Print is Macintosh based and artwork may be supplied where appropriate by email or through ftp if applicable. Artwork can be supplied in the following formats

- Adobe InDesign
- Adobe Illustrator
- High-res PDF

Artwork should be supplied at one twelfth of the size at 600dpi. Fonts must be outlined.

All scans should be CMYK and be of sufficient resolution for enlargement.

Artwork must be clearly marked by Client, Campaign, Description and Cycle.

Artwork must be accompanied by a hard copy for proofing. Where artwork is transmitted electronically, please submit hard copy independently by artwork deadline. Artwork will be held on file for 6 weeks.



## DESIGN SPECIFICATIONS

262.5mm (w) x 193.3mm (h)

Safe Copy Area: 8mm on all sides

All images should be at least 300dpi.

High resolution pdfs accepted.

This is designed at a twelfth the size of a Metropole and will be scaled up by printer.