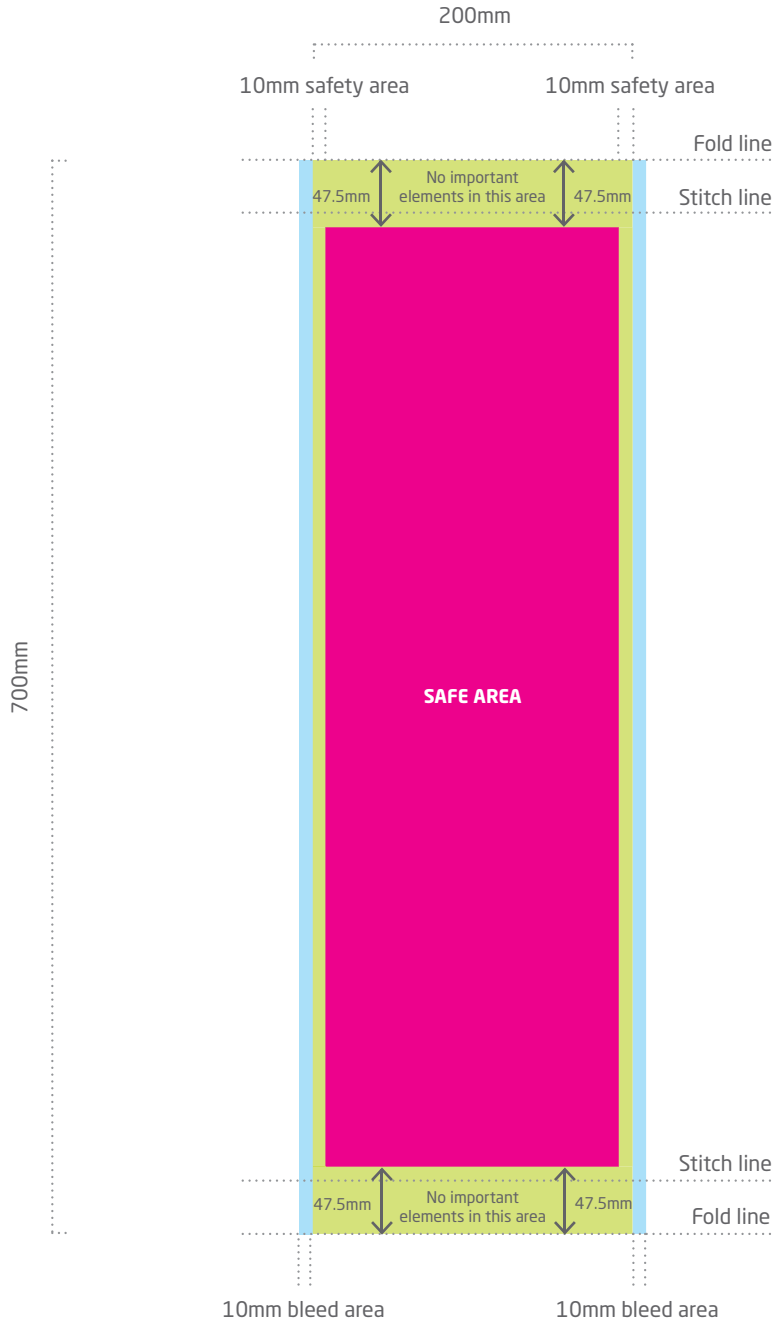
1400mm x 400mm @ 50%



Bay Media Artwork Specifications

How to set up your files:

- Any image used must be at 320ppi to scale within the template.
- The full height and width of the banner can be utilised by the artwork, however we strongly advise that no important elements i.e. Copy and/or logos are in the area marked in yellow. This is to avoid visual distortion that can occur on the finished banner.
- For banners with full bleed background elements (flush against edge with no borders), the element must extend to the outer bleed edge highlighted in light blue to achieve the desired effect.
- Final artwork should be saved as a high-res .pdf with outlined fonts and must be at 50% scale.
- Please ensure all elements within the artwork are converted to CMYK profile.
- If necessary please specify CMYK/PANTONE colour or supply colour chip/CMYK split.
- Ensure no overprint elements are used in the design as this can cause unintended colours to be reproduced on the final banner.

How to send your files:

E-mail to:

studio@baymedia.co.uk **(only files under 5MB) and cc in your Account Manager.**

Alternatively we recommend WeTransfer.com to send us your file, ensuring you put both your Account Managers email address into the "Email to" field as well as studio@baymedia.co.uk

We also accept files through other file-sharing sites such as Dropbox, Hightail and Google Drive etc. Please ensure you set the appropriate permissions to enable us to download your files.

If you have any queries give us a call on: 0208 343 2525.

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