

## Artwork Specification

- Artwork is acceptable as PDF and EPS format only
- Always supply 2 artworks one WITH the guide on and with it OFF
- PLEASE SUPPLY EACH ARTWORK AS A SEPARATE PDF WITH ITS OWN UNIQUE NAME

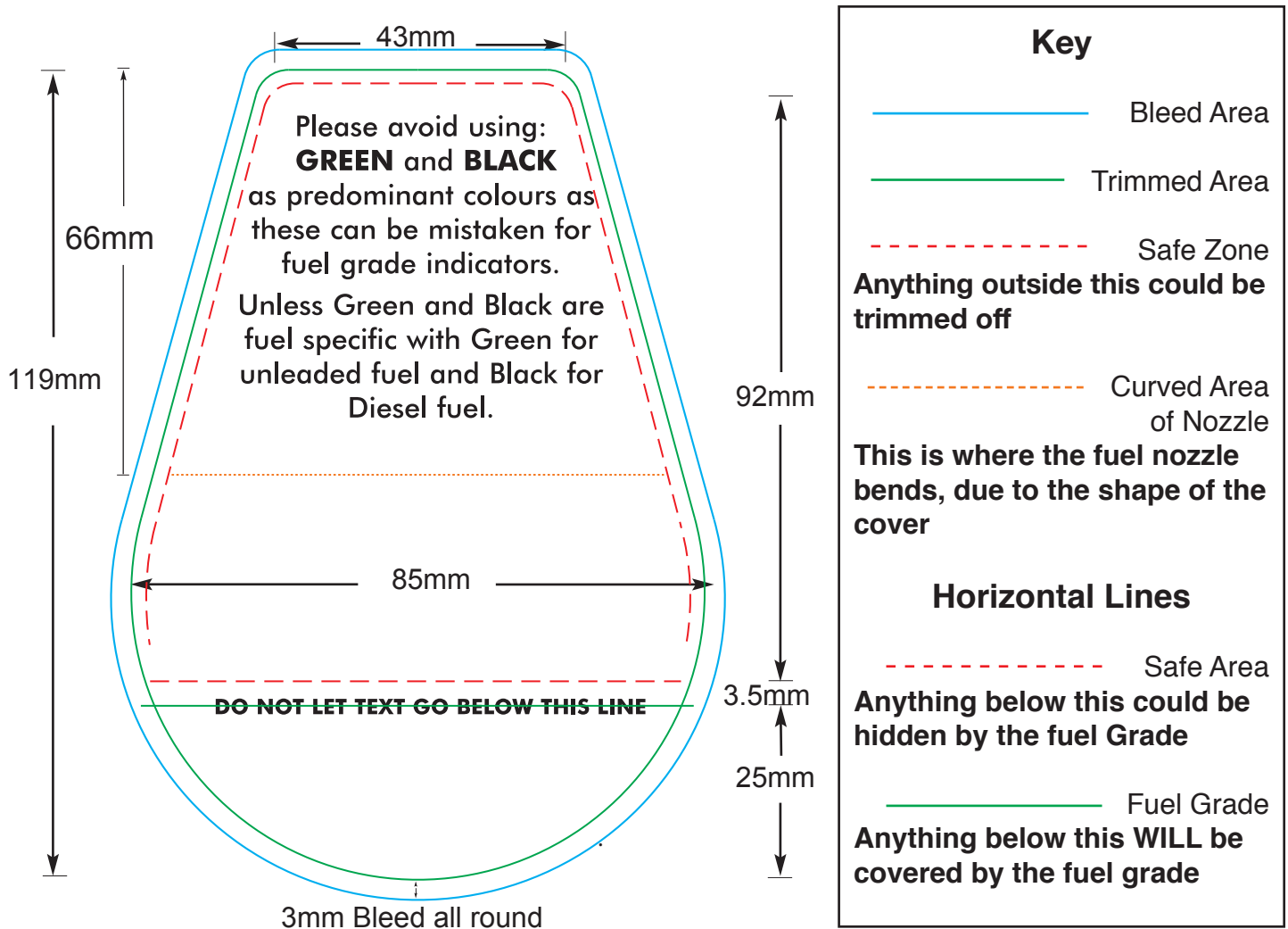
Please send your file to: [artwork@t4media.co.uk](mailto:artwork@t4media.co.uk) (Anything upto 20mb)

If your file is too big to email please send to us using wetransfer.

There is an Adobe Illustrator .eps of the guide attached to this spec for you to use.

**SHOULD WE NOT RECEIVE A COLOUR PROOF WE WILL BE UNABLE TO ACCEPT LIABILITY FOR CONTENT.**

If you have any artwork instructions or require more information please contact your account manager.



AdNozzles



AdGates



AdDoors



AdBarriers

# 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:

1. Do not comply with the law or incite anyone to break the law.
2. Conflict with the British Code of Advertising Practice.
3. Are unsuitable for display in a petrol forecourt environment.\*
4. Do not comply with the artwork specification (in some cases a charge will be made for additional preparation work.)
5. Are late and miss the artwork deadline unless prior notice has been given and agreement obtained from T4 Media Group in advance (Late artwork may incur an additional charge and/or result in late posting of campaign)

### \*Reasons why an advert may be unsuitable for display in a petrol forecourt environment.

- o Advertisements are **competitive** to the Oil Company and its partners.
- o Advertisements are **likely to offend fuel buyers**, or offend ethnic, religious or other major groups.
- o Advertisements make reference to fuel in a way that is **likely to antagonise the Oil companies** hosting the advertising.
- o Advertisements make reference to fuel grades in a way that could **distract fuel buyers** and potentially cause buyers to select the wrong fuel for their car e.g. 'Buy this Diesel car' if displayed on an unleaded nozzle.
- o Advertisements that **feature significant amounts of colour (either background or text) that conflict with the fuel grade type** it is displayed on and could cause fuel buyers to select the wrong fuel type for their car, e.g. green on a diesel nozzle.

If the creative 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



AdGates



AdDoors



AdBarriers

# FAQ's for AD Nozzle Spec

## What is bleed, and what is the relevance to the green line of 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 green line to extend 3mm over the green line area, this way you will be assured that you don't get white edges.

## What Is font Embedding?

When you make a PDF the settings that you use are important for the output. Without all the necessary parts correctly formed in the PDF, it makes it impossible to output.

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 you make a PDF you have the option to embed fonts as a 'Subset', which means that it will only embed the characters used in the document. If you choose to embed the whole font set, it will make the PDF bigger but will include all characters even if they are not used.

## Spot Colours

No spot colours (Pantone Colours) in pdfs as your artwork is printed in CMYK and may cause a colour shift that you're not expecting.

## RGB Images

No RGB images, please. RGB (red, green and blue) refers to the system for representing the colours to be used on a computer display – not printing. Any RGB image will get converted to CYMK and may cause a colour shift that you're not expecting.

## Word files

Please use Adobe Acrobat version 1.4 or above. If saving a Word file use Options PDF Setting ISO19005-1 Complaint PDF/A this should embed your fonts effectively

## High Resolution Images

All Images to be 300dpi in the final PDF. TIP: If they aren't, and you started with a 300dpi image, then it's most likely because you have enlarged the picture in your Desktop publishing software, i.e. Quark, Indesign, Photoshop.

## More Information on PDF's

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.



AdNozzles



AdGates



AdDoors



AdBarriers