

# Total Outdoor Media > Production Guidelines

For all digital & classic production queries please contact Inese at  
[inese@totaloutdoormedia.com.au](mailto:inese@totaloutdoormedia.com.au)

## Format of artwork:

- Digital - High-resolution JPG in the correct pixels count
- Classic - Low-resolution PDF images for approval

## Time-sensitive campaigns:

If your campaign is time-sensitive, for Digital or/and Classic bookings, please ensure that TOM is made aware of this at the time of booking.

## Total Outdoor Media > Digital Specs

For all production needs please contact:

Inese at [inese@totaloutdoormedia.com.au](mailto:inese@totaloutdoormedia.com.au)

\* Please refer to your booked site specs based off your campaign schedule

### Digital Specs >

TOM SITE #	SITE LOCATION	DIMENSION	PIXEL COUNT	PIXELS PER INCH
T3214-01	GEELONG	18.99m x 4.45m	1184 pixels x 280	72 ppi
T3214-04	GEELONG	18.99m x 4.45m		
T3224-01	BELLARINE	9m x 3m	896 pixels x 288 pixels	72 ppi
T3690-01	WODONGA	9m x 3m		
T3300-01	HAMILTON	9m x 3m		
T3350-01	BALLARAT	8.832m x 2.88m		
T3500-01	MILDURA	9.92m 3.2m		
T3630-01	SHEPPARTON	12.66m x 3.35m	784 pixels x 208 pixels	72 ppi
T3844-01	TRARALGON	12.66m x 3.35m		
T3875-01	BAIRNSDALE	8m x 2m		
T3280-01	WARRNAMBOOL	12m x 3.2m		
T3676-01	WANGARATTA	8m x 2.08m		
T3400-02	HORSHAM	11.52m x 3.04m		
T3550-01	BENDIGO	6m x 2.95m	592 pixels x 288 pixels	72 ppi

Creative due date: The Thursday before your campaign with TOM starts. Please find the [Production Guideline](#) here.

## DIGITAL >

### Format of artwork:

- High-resolution (300ppi)
- JPG
- Correct pixels count for booked billboard/s

### Artwork Delivery:

Please ensure all digital artwork is delivered to [inese@totaloutdoormedia.com.au](mailto:inese@totaloutdoormedia.com.au) the **Thursday** before your campaign commences.

If you foresee any issues with this time frame, please contact Inese immediately.

## Total Outdoor Media > Classic Specs

For all production needs please contact Inese at [inese@totaloutdoormedia.com.au](mailto:inese@totaloutdoormedia.com.au)  
Please note; for all Classic bookings TOM recommend liaising with Inese before production commences.

### Classic Specs >

FORMAT	DIMENSION	PRINT SPECS - VISUAL SIZE	FINISH	DESPATCH
Large-Format: Spectacular	18.99m x 4.45m	18990mm x 4500mm	Keder	inese@ totaloutdoormedia.com.au
Large-Format: Supersite	12.66m x 3.35m	12640mm x 3330mm	Keder	inese@ totaloutdoormedia.com.au
Large-Format: 9 x 3	9m x 3m	8990mm x 2990mm	Keder	inese@ totaloutdoormedia.com.au
Large-Format: Landmark	40.5m x 10.82m	40100mm x 10420m	Pockets	inese@ totaloutdoormedia.com.au

Creative due date: **Three weeks** before your campaign with TOM starts.

## CLASSIC >

### Skin production:

If you have booked TOM to print the skins for your campaign, please ensure the artwork is delivered to [inese@totaloutdoormedia.com.au](mailto:inese@totaloutdoormedia.com.au) three weeks prior to your booking starting.

- Please note: Late delivery of artwork may result in late installation.

If you have any questions or foresee any issues with this deadline, please contact Inese immediately.

### Pre-existing skins or own skin production:

If you have pre-existing skins that you wish to use for your campaign with TOM, please ensure the following;

- Skin dimension is compatible.
- The skin is delivered to our installers before 5 pm, 10 business days prior to the installation date.
- Installer details will be given to you at the time of booking.

### Key numbers:

Please ensure TOM has all key #'s 7 days prior to the start date of your booking.

- All large format skins require a unique key number on the back of the skin as well as the packaging label. Skins without a key number or with an incorrect key number may have installation delayed.

### Finishing:

All Kedar rope edging is 6mm unless otherwise advised. For information on any special finishing requirements please contact Inese.

### Please note;

Late delivery of skin may result in late installation.

### Extensions and special builds:

Any extensions or special builds will incur additional installation costs. To obtain a quote and confirm that the site you have booked is capable of displaying an extension or special build please contact Inese.

## Total Outdoor Media > Classic Production Guidelines

- Supplied by TOM's printer of choice, Omnigraphics.

### File Formats:

- Adobe CC 2015 or earlier (InDesign, Illustrator, PDF).
  - If supplying PDFs, all fonts must be converted to outlines and all bleed requirements must be as per our specifications.
  - Please ensure that any trim marks appear outside the bleed area. In some cases, PDFs will not be usable and we may request original artwork files.

### Supplying Files:

- Files under 10MB can be sent via email
- For larger files please FTP

### File Setup:

- Supply all artwork in CMYK format.
- Convert all fonts to outlines, even when supplying PDFs.
- All overprint/trapping options should be turned OFF

### Billboards:

- Document to be scaled at 1:10 or 1:20 of the final VISUAL SIZE.
  - 1:10 if final billboard size is smaller than 15m
  - 1:20 if final billboard size is larger than 15m
- All scanned and raster images should be 300dpi if placed in your document at 100%.
- Provide 250mm image bleed at final size.
  - eg. 12.5mm in your 1:20 document.
- Note that bleed is applied on all 4 edges unless otherwise specified

### Colour Matching:

- Colour Matching can be organised directly with the printer if required.
- Supply a colour accurate proof to ensure all aspects of images are faithfully reproduced.
- Colour laser prints are not colour accurate and will be used to check content only.
- Convert all spot colours to CMYK

TOM are always here to help with any queries or questions, so please don't hesitate to contact Inese.

Thanks,

**TOM**

(Total Outdoor Media)