

**ROCK**

**POST  
-ERS**

**ARTWORK  
SPECIFICATIONS  
2024**

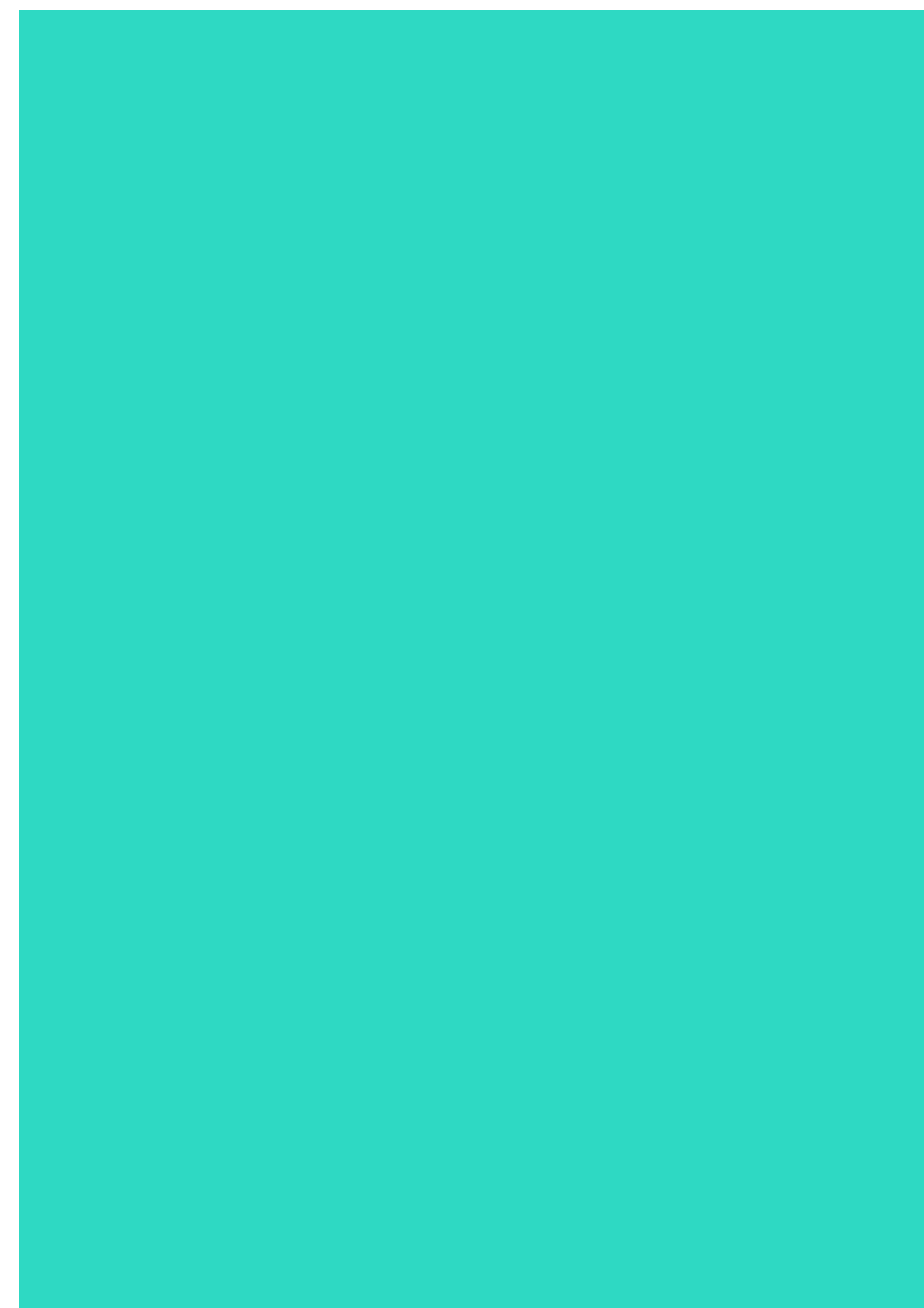
# STANDARD POSTER PORTRAIT

***1000mm W x 1400mm H***

Finished artwork needs to be saved and emailed to us as a Hi-Res PDF, CMYK, 25% of its original size, no bleed.  
Image resolution: 300 DPI

If sending links to artwork, please send them unlocked, with no expiry date as delays in accessing file may miss print deadlines.

Please ensure all fonts and images are converted to curves and outlines and all artwork layers are flattened.



# STANDARD POSTER IN SITU

Examples of Standard Poster Art on the street: NGV Alexander McQueen, Moscot Sunglasses and King Gizzard

NGV Alexander McQueen

Mascot Sunglasses

King Gizzard



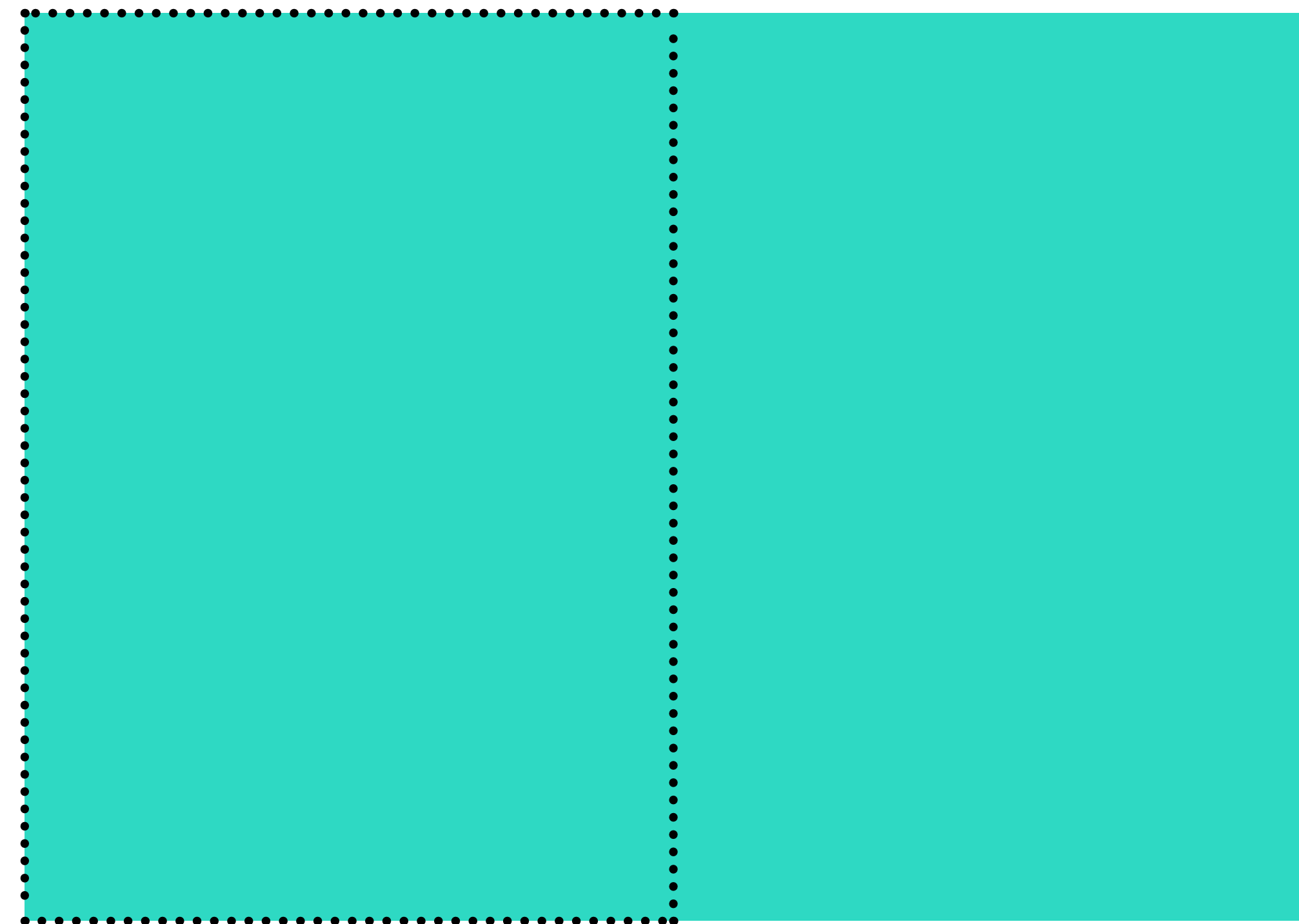
# HORIZONTAL DOUBLE LANDSCAPE

***2000mm W x 1400mm H***

Finished artwork needs to be saved and emailed to us as a Hi-Res PDF, CMYK, 25% of its original size, no bleed.  
Image resolution: 300 DPI

If sending links to artwork, please send them unlocked, with no expiry date as delays in accessing file may miss print deadlines.

Please ensure all fonts and images are converted to curves and outlines and all artwork layers are flattened.

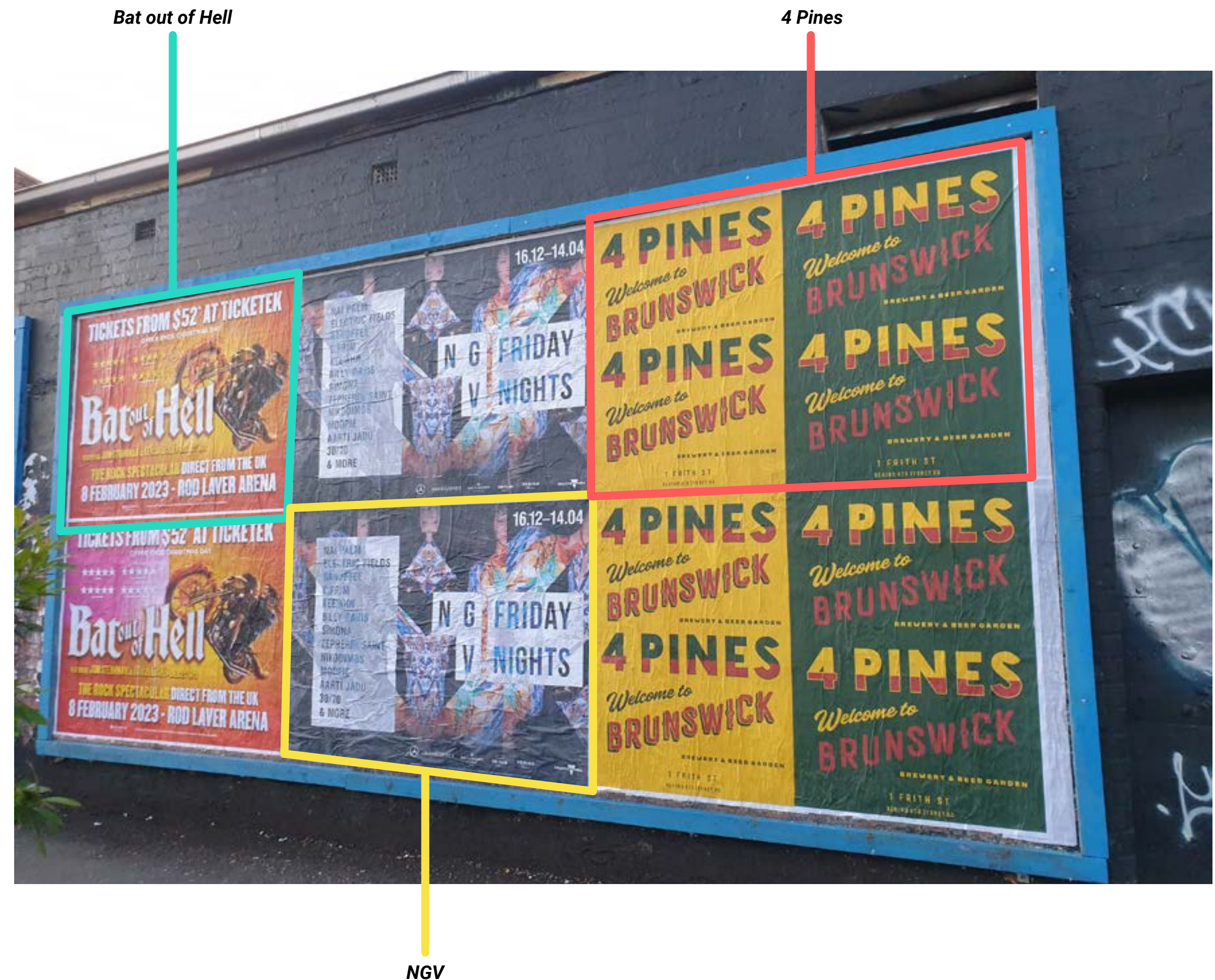


*\*Dotted line indicates the size of a Standard Poster*

# HORIZONTAL DOUBLE IN SITU

Bat out of Hell and NGV Friday Nights creatives utilise the full format dimensions.

Campaign for 4 Pines Brunswick use two creatives side by side.



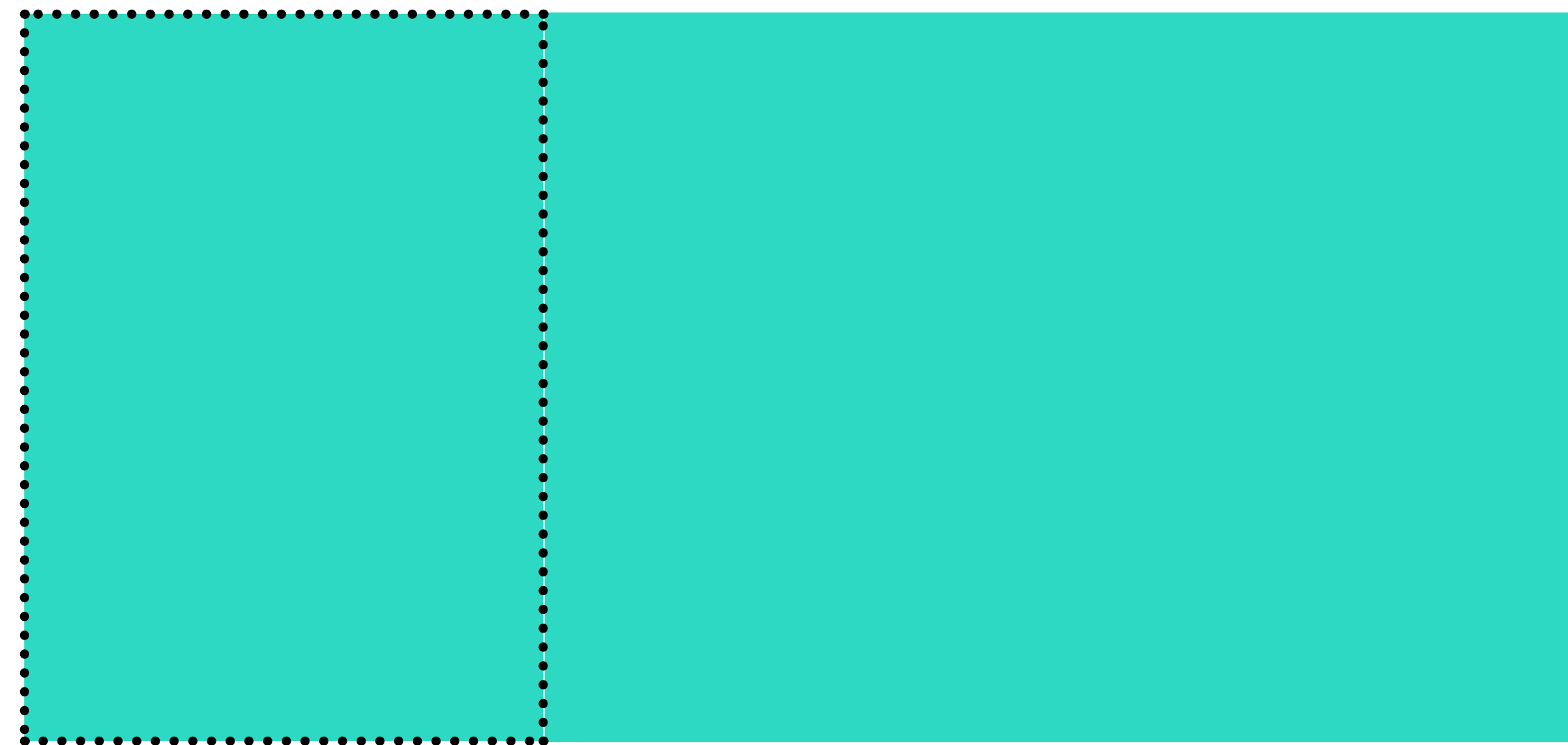
# HORIZONTAL TRIPLE LANDSCAPE

**3000mm W x 1400mm H**

Finished artwork needs to be saved and emailed to us as a Hi-Res PDF, CMYK, 25% of its original size, no bleed.  
Image resolution: 300 DPI

If sending links to artwork, please send them unlocked, with no expiry date as delays in accessing file may miss print deadlines.

Please ensure all fonts and images are converted to curves and outlines and all artwork layers are flattened.



*\*Dotted line indicates the size of a Standard Poster*

# HORIZONTAL TRIPLE IN SITU

Both the Innisfree and Westgate Neighbourhood Fund campaigns use three standard posters in a row.

The Lauryn Hill campaign utilises the triple format dimensions with one full creative



Innis

West Gate

Lauryn Hill



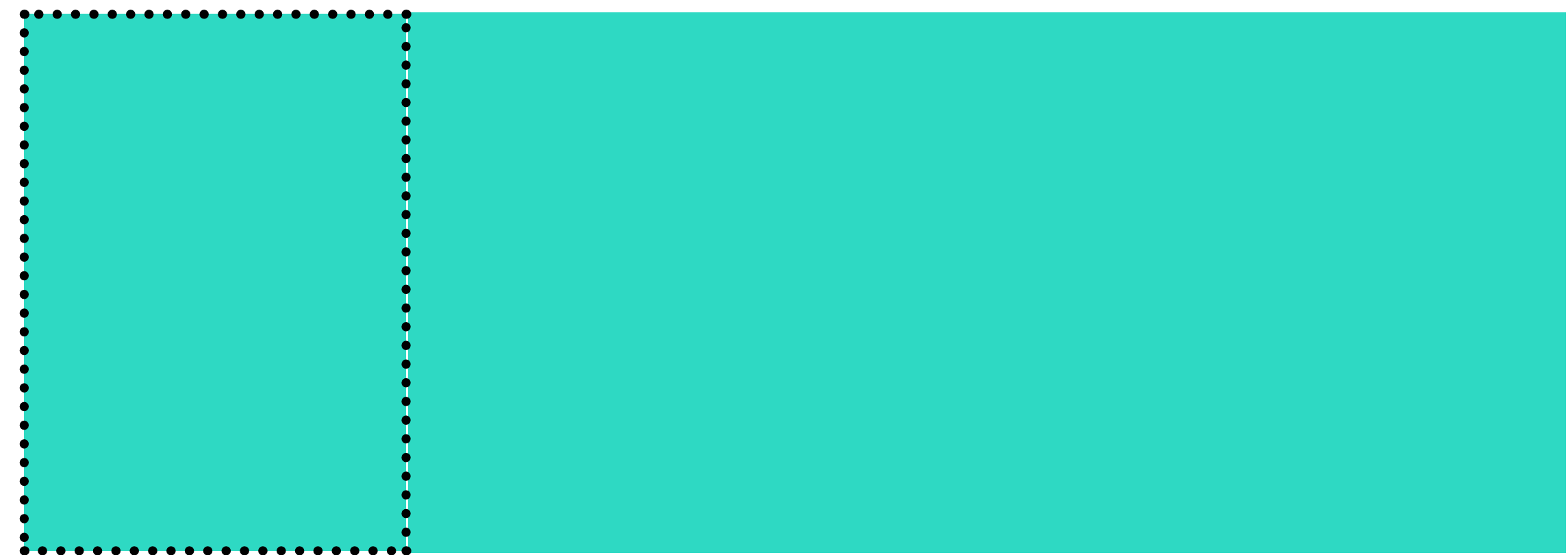
# HORIZONTAL QUAD LANDSCAPE

**4000mm W x 1400mm H**

Finished artwork needs to be saved and emailed to us as a Hi-Res PDF, CMYK, 25% of its original size, no bleed.  
Image resolution: 300 DPI

If sending links to artwork, please send them unlocked, with no expiry date as delays in accessing file may miss print deadlines.

Please ensure all fonts and images are converted to curves and outlines and all artwork layers are flattened.



*\*Dotted line indicates the size of a Standard Poster*



# HORIZONTAL QUAD IN SITU

The Ed Sheeran campaign utilises the full format dimensions with one full creative

Stomping Ground feature 4 separate creatives in a row across the format width



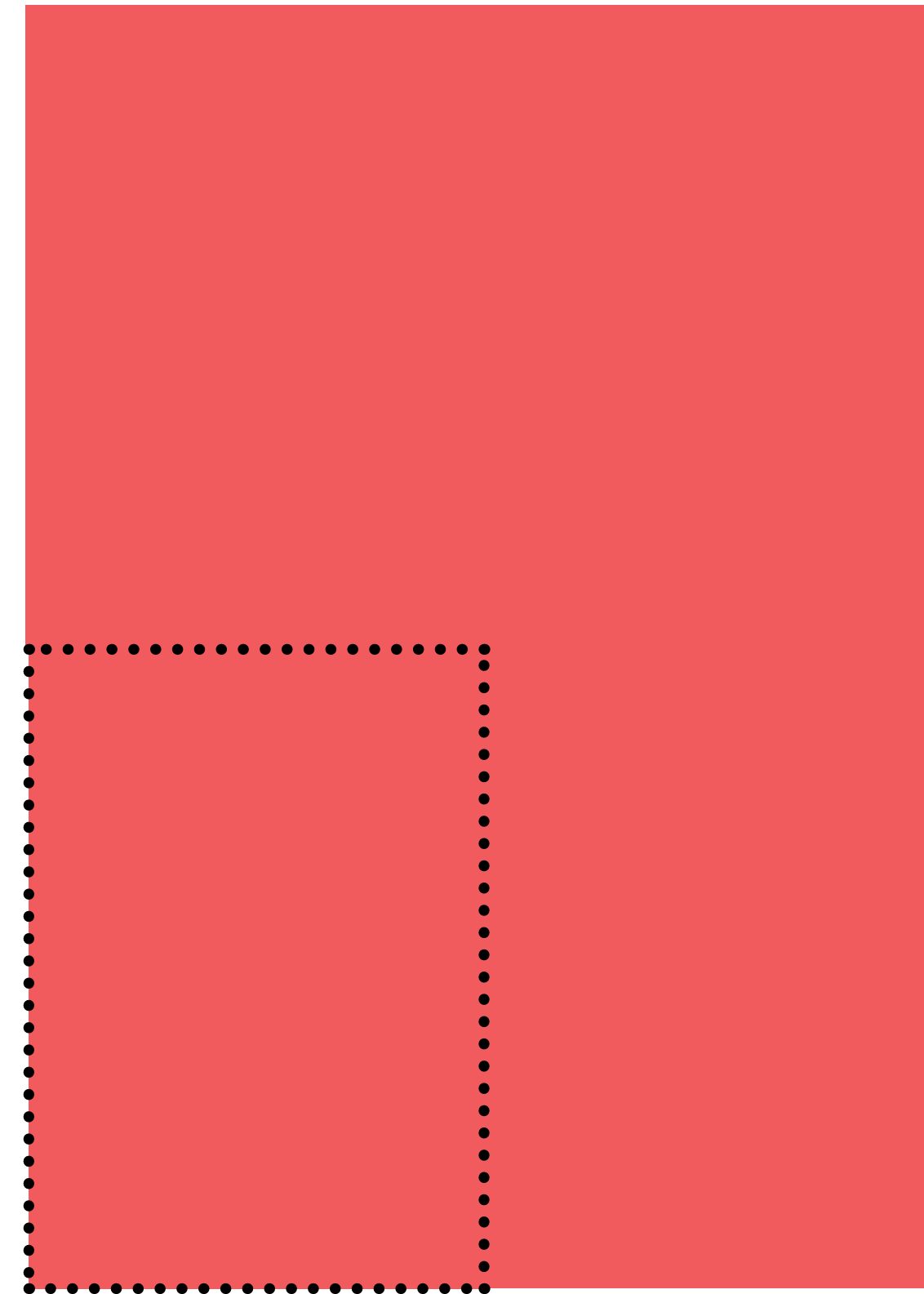
# VERTICAL QUAD PORTRAIT

**2000mm W x 2800mm H**

Finished artwork needs to be saved and emailed to us as a Hi-Res PDF, CMYK, 25% of its original size, no bleed.  
Image resolution: 300 DPI

If sending links to artwork, please send them unlocked, with no expiry date as delays in accessing file may miss print deadlines.

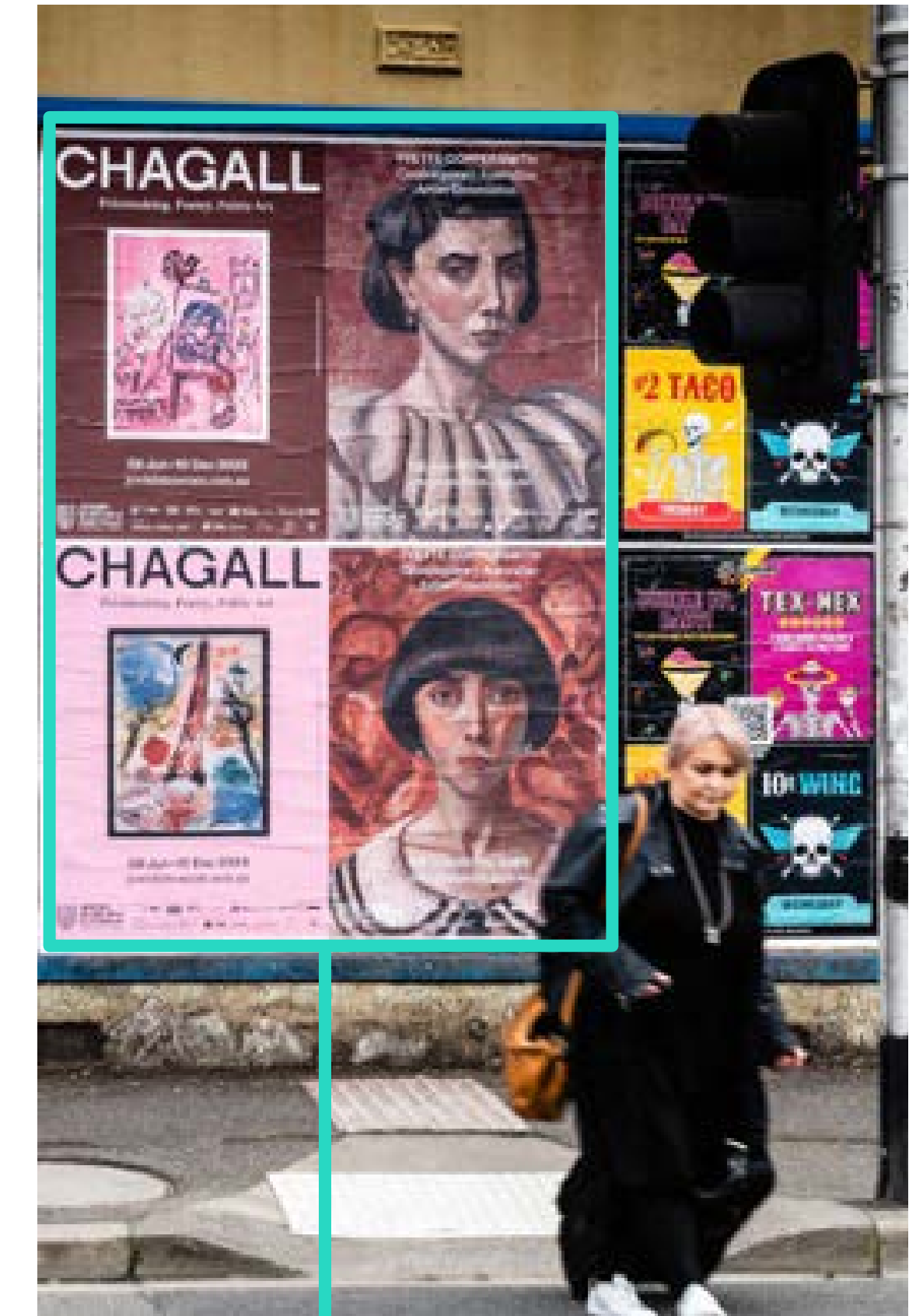
Please ensure all fonts and images are converted to curves and outlines and all artwork layers are flattened.



*\*Dotted line indicates the size of a Standard Poster*

# VERTICAL QUAD IN SITU

The Jewish Museum's Chagall campaign utilises the vertical quad format in two different ways – the left image uses the entire dimension with one creative, the right image features 4 creatives in chequerboard formation



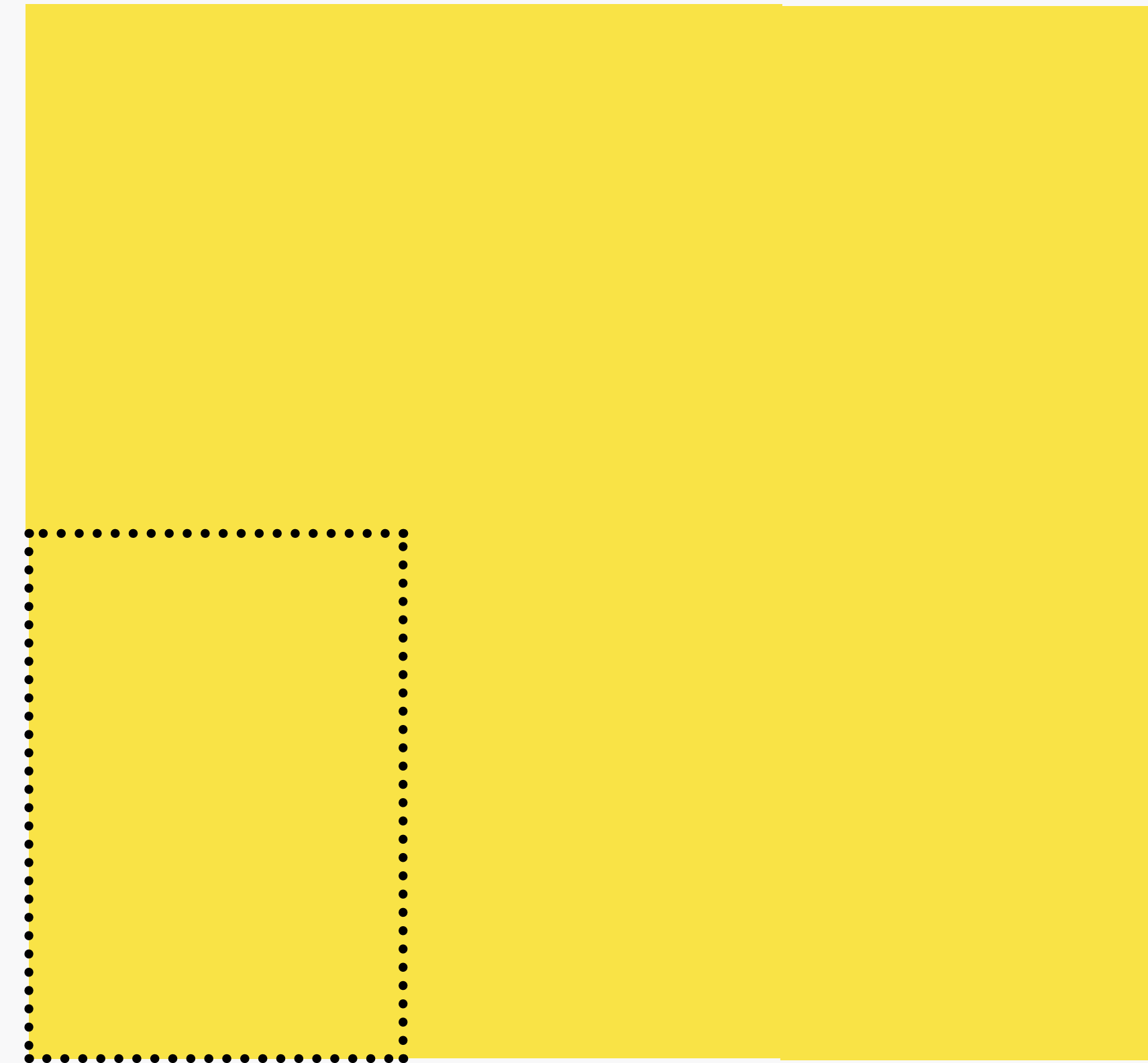
# SUPERSITE HALF BILLBOARD VERTICAL

**3000mm W x 2800mm H**

Finished artwork needs to be saved and emailed to us as a Hi-Res PDF, CMYK, 25% of its original size, no bleed.  
Image resolution: 300 DPI

If sending links to artwork, please send them unlocked, with no expiry date as delays in accessing file may miss print deadlines.

Please ensure all fonts and images are converted to curves and outlines and all artwork layers are flattened.



*\*Dotted line indicates the size of a Standard Poster*

# SUPERSITE HALF BILLBOARD IN SITU

NGV Melbourne now campaign uses a standalone half billboard featuring a few creatives.

The Urzila Carlson campaign features a single creative.



Melbourne Now



Urzila Carlson

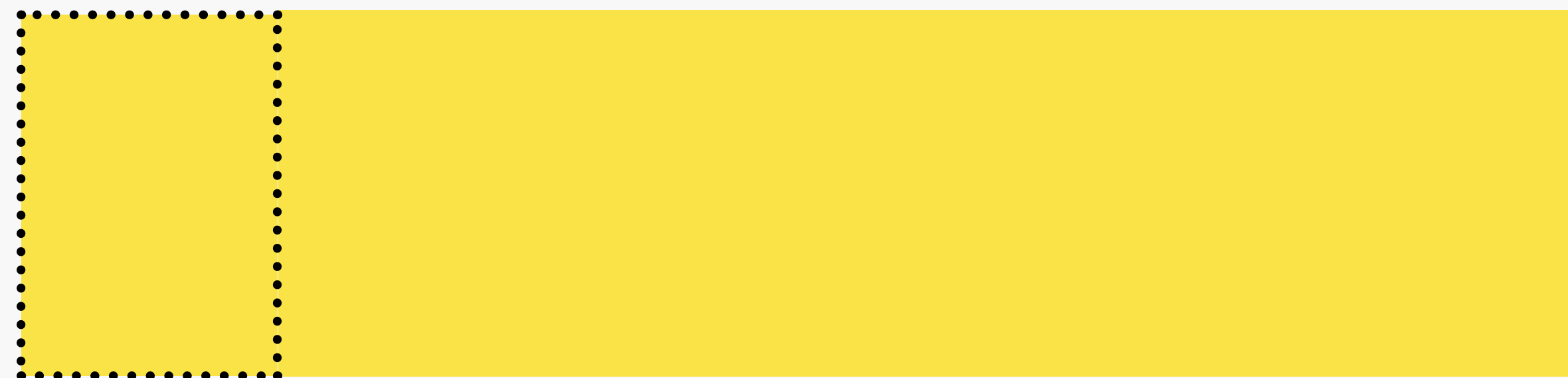
# SUPERSITE HALF BILLBOARD LANDSCAPE

**6000mm W x 1400mm H**

Finished artwork needs to be saved and emailed to us as a Hi-Res PDF, CMYK, 25% of its original size, no bleed.  
Image resolution: 300 DPI

If sending links to artwork, please send them unlocked, with no expiry date as delays in accessing file may miss print deadlines.

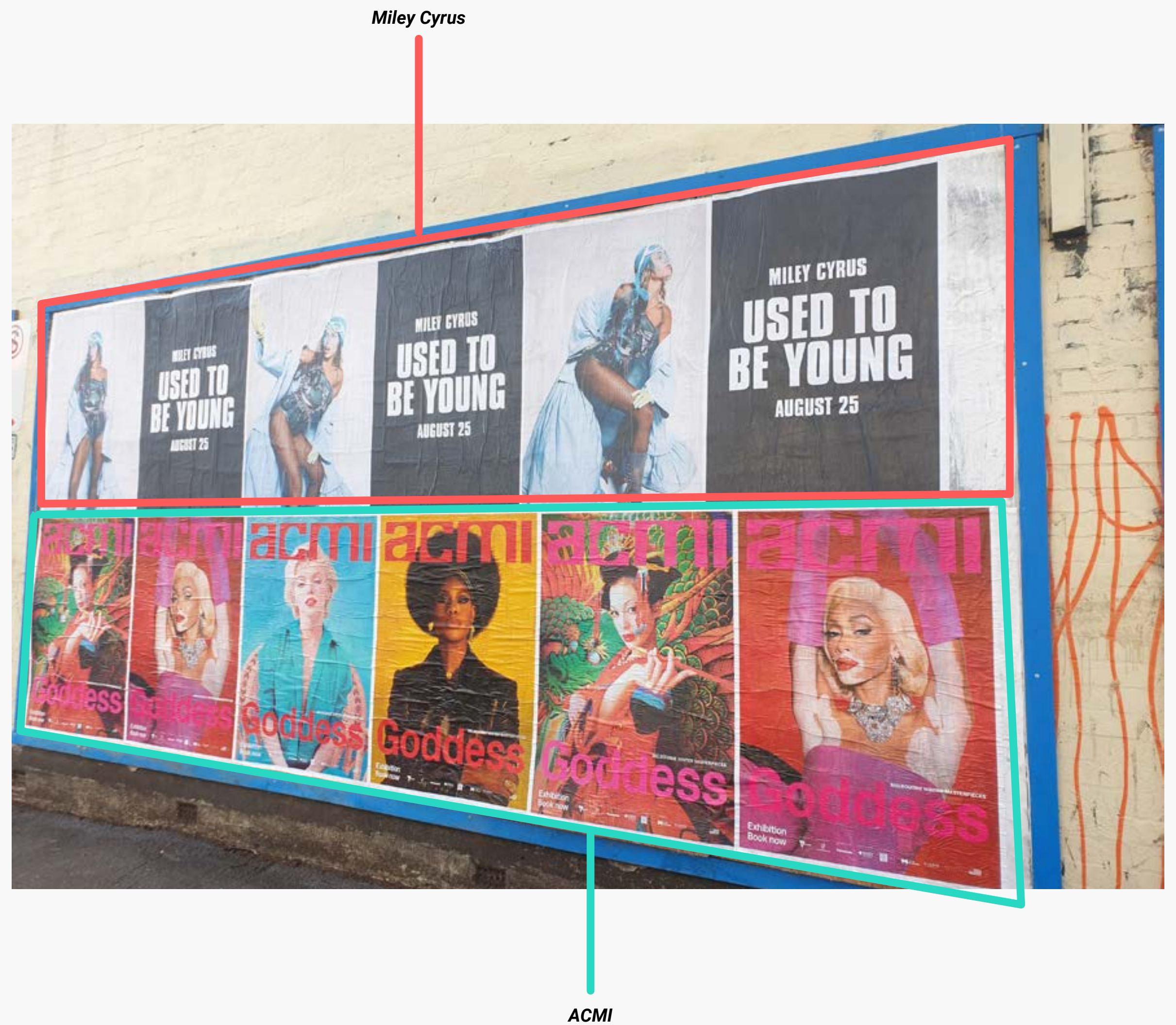
Please ensure all fonts and images are converted to curves and outlines and all artwork layers are flattened.



*\*Dotted line indicates the size of a Standard Poster*

# SUPERSITE HALF BILLBOARD IN SITU

Both the Miley Cyrus and ACMI Goddess campaigns featured multiple images across the width of the format dimension.



# SUPERSITE BILLBOARD LANDSCAPE

**6000mm W x 2800mm H**

Finished artwork needs to be saved and emailed to us as a Hi-Res PDF, CMYK, 25% of its original size, no bleed.  
Image resolution: 300 DPI

If sending links to artwork, please send them unlocked, with no expiry date as delays in accessing file may miss print deadlines.

Please ensure all fonts and images are converted to curves and outlines and all artwork layers are flattened.



*\*Dotted line indicates the size of a Standard Poster*



# SUPERSITE BILLBOARD IN SITU

Mushroom Pictures EGO campaign utilises the billboard format as one full creative across its dimensions.

MECCA POP campaign featured numerous creatives within.

EGO



MECCA Pop



# MINI POSTERS\* PORTRAIT

700mm W x 1000mm H

**\*SYDNEY ONLY**

Finished artwork needs to be saved and emailed to us as a Hi-Res PDF, CMYK, 25% of its original size, no bleed.  
Image resolution: 300 DPI

If sending links to artwork, please send them unlocked, with no expiry date as delays in accessing file may miss print deadlines.

Please ensure all fonts and images are converted to curves and outlines and all artwork layers are flattened.



# CAFE POSTERS PORTRAIT

A2: 429 mm W x 594 mm H

A3: 297 mm W x 420 mm H

Finished artwork needs to be saved and emailed as a  
Hi-Res PDF, 3mm internal & external bleed  
Image resolution: 300 DPI

If sending links to artwork, please send them unlocked, with no  
expiry date as delays in accessing file may miss print deadlines.

Please ensure all fonts and images are converted to curves and  
outlines and all artwork layers are flattened.

