

Tampere Ratikka

GUIDELINES FOR TRAM FULL-WRAP

Timeline:

- **7 weeks before the start of campaign:** kick-off meeting between campaign planner, taping manager and sales representative
- **5 weeks before the start of campaign:** material for approval by Tampereen Raitiotie Oy
- **2 weeks before the start of campaign:** delivery of finished material to mediamynti.aineistot@punamusta.com

Technical requirements of final materials:

- File format: ICC-profiled PDF file (preferably PDF/X, fonts attached or converted) or layered illustrator file with linked files, fonts converted to outlines.
- Size: The material should be scaled to 10% size, taking bleeds into account.
- Bitmap images: target resolution in final size should be between 72 and 150 dpi
- Colours: Process Colours only, avoid overprinting if possible - overprinting may be used on elements containing only process black. Do not use registration black.
- Colour Management: recommended workspace is Europe prepress 3.
- Wrapping cannot cover more than 30% of window area.

The correctness of the PDF files is the responsibility of the sender, and for material delivered incorrectly, we charge the sender of the material in accordance with the time taken for investigation and corrections. If necessary, we can also prepare the material in PunaMusta..

Additional information:

Anu Vuorensyrjä
anu.vuorensyrja@punamusta.com
Tel. +358 400 207 731

Tuomas Airio
tuomas.airio@punamusta.com
Tel. +358 500 617 212

