Tampereen Ratikka

GUIDELINES FOR TRAM FULL-WRAP:
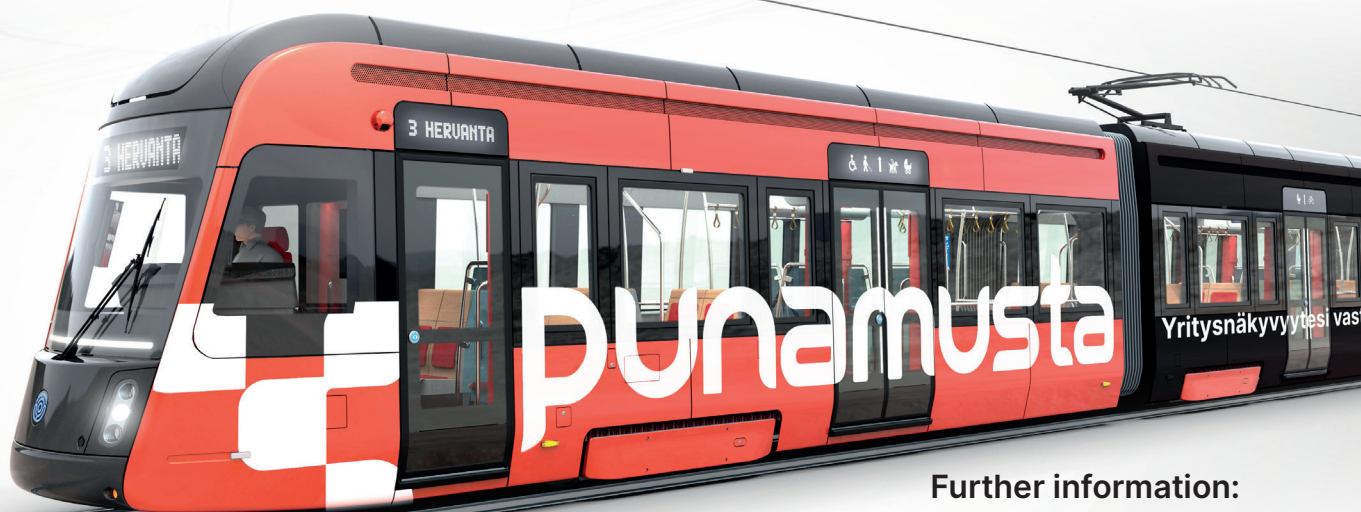
Project schedule:

- **7 weeks before campaign start:** kick-off meeting between designer, taping manager ja sales representative

- **5 weeks before campaign start:** submit design for approval to Tampereen Raitiotie Oy

- **3 weeks before campaign start:** submit approved design to mediamyynti.aineistot@punamusta.com

Technical specifications for print ready design:

- Design artwork with Adobe Illustrator using **ratikan_suunnittelupohja.pdf** file following its instructions precisely.
- Use Europe Prepress 3 Color Settings in Illustrator.
- Colors: make sure your document color mode is CMYK. Use only process colors. Don't use overprint in any other color than black and then only if desired. Don't use registration black.
- Maximum design coverage in window area is 30% per window.
- Size: Design layout is in 1:10 scale, don't alter any dimensions.
- File format: Save design as an PDF compatible Illustrator (.ai) file with embedded images including all layers, or as an PDF file enabled with all layers editable in Illustator.
- Fonts: Don't include any fonts but convert all text to paths.
- Images: When saving as PDF don't resample images (final output is scaled 1000%). Recommended minimum image resolution is 60dpi in final output size (600dpi in design size).
- Follow the instructions in **ratikan_suunnittelupohja.pdf** precisely.

The correctness of the printing files is the responsibility of the sender, and for incorrectly prepared material we will charge the sender for the time taken to sort out and correct the material. If necessary, we can also produce and prepare the material in PunaMusta.

Further information:
p. 010 230 8557
p. 040 556 7170
mediamyynti.aineistot@punamusta.com