

MIMIG
@MMediaGroup

BACKLIT ADVAN
Artwork Specification



ARTWORK & DELIVERY SPECIFICATION

Side Panels

The 48 sheet poster size is 6,000mm x 3,000mm landscape, Backlit Advans have two side panels of this size. Artwork can be different on each side at no extra cost. Ensure that all artwork is provided in CMYK, in a high resolution 300dpi PDF with no bleed required. All submitted artwork must be under a 2 GB file limit.

Rear Panel

Each vehicle takes one poster, which is attached to the rear of the Advan. The rear panel size is 1,035 mm x 2,900 mm portrait, with an effective safe area of 1,035 mm x 2,600 mm.

For maximum legibility, please avoid small text sizes and thin font styles. To increase impact, consider using dynamic video content. For event support or stationary campaigns, we recommend using QR codes and AR functionality.

Production assistance services are available upon request through your sales contact.

Please deliver artwork to artwork@mmediagroup.co.uk at least 7 working days before your campaign start date. Being unsuccessful in delivering correct artwork by this date may result in a delayed or cancelled campaign.



MIMIG

Thank You

08450 752 752 | www.mmediagroup.co.uk