

# MALL AD PANEL 40" x 50"

WIDTH HEIGHT

See below for full specs and additional info.

# Submitting PRINT-READY ARTWORK

The following document outlines Smartlite's Advertising Requirements. Compliance with these guidelines is critical to our ability to provide superior service. Failure to comply could result in campaign delays or error. Please read/review all of the information.



## BUILD YOUR FILE

Your Smartlite mall ad panel is 40w"x50h". Please use the provided pdf template as a base to start constructing your ad.

### BUILD YOUR DOCUMENT AT 40"W X 50"H @ 150DPI

Document Size/Poster Size - 40"w x 50"h

Viewable Area - 37"w x 47"h

Copy Area - 35"w x 45"h

(all copy needs to be kept within this area to ensure it will not be cut off when the ad is posted)

Resolution - 150dpi

(Bleed Not Necessary)

## FILE FORMATS

Please label your file with business name and mall the ad will be placed in. Files can be sent in CMYK or RGB format.



YES!

- Adobe Illustrator CS6 (or lower versions) .AI, .EPS, All text converted to outlines
- High Resolution PDF files
- .TIFF – flattened, with LZW Compression (Recommended)



NO

- Adobe InDesign
- Microsoft Office (Publisher, Word, PowerPoint, etc.)



## SEND YOUR FILE



Files under 5MB can be emailed to [KForgione@SmartliteUSA.com](mailto:KForgione@SmartliteUSA.com)



Files over 5MB should be submitted via the following website (click link below, or copy/paste into web browser)

[HTTPS://SMARTLITE.WETRANSFER.COM/?TO=KFORGIONE@SMARTLITEUSA.COM](https://SMARTLITE.WETRANSFER.COM/?TO=KFORGIONE@SMARTLITEUSA.COM)

A URL Link will be emailed from wetransfer.com after the file has uploaded. This link is the only way Smartlite is able to obtain your file.

## FOLLOW UP!

Please follow up with an email or phone call to be sure we have received what you've sent.

All print-ready artwork that is submitted digitally **will be confirmed** via email shortly after we have checked the file. If you do not receive an email back from us, we have NOT received your file.

\*\*Submission of artwork to Smartlite by your Designer/Agency shall be deemed final content and to have been approved by client. Upon receipt by Smartlite, all such artwork shall immediately go to final print and there shall be no modifications, alterations or any changes whatsoever accepted thereafter. In the event a change must be made then, regardless of any provision in the Contract to the contrary, you shall be required to pay for any and all requested modifications, including but not limited to print costs of any change orders placed.

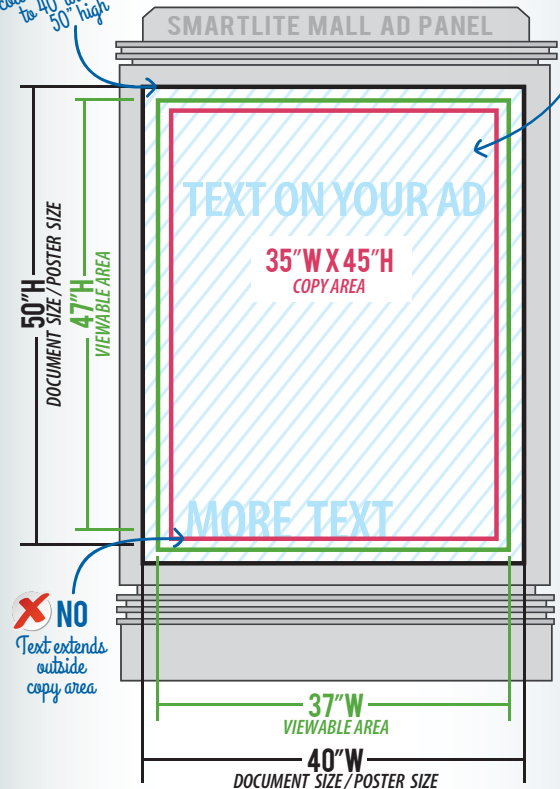


## AD PANEL DIAGRAM

Your ad panel will be placed in a vertical, backlit display at your local mall.

✓ YES!  
Your background color, image extends to 40" wide and 50" high

✓ YES!  
Text within copy area



\*ad panel diagram not to scale



QUESTIONS?

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Creative Director



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