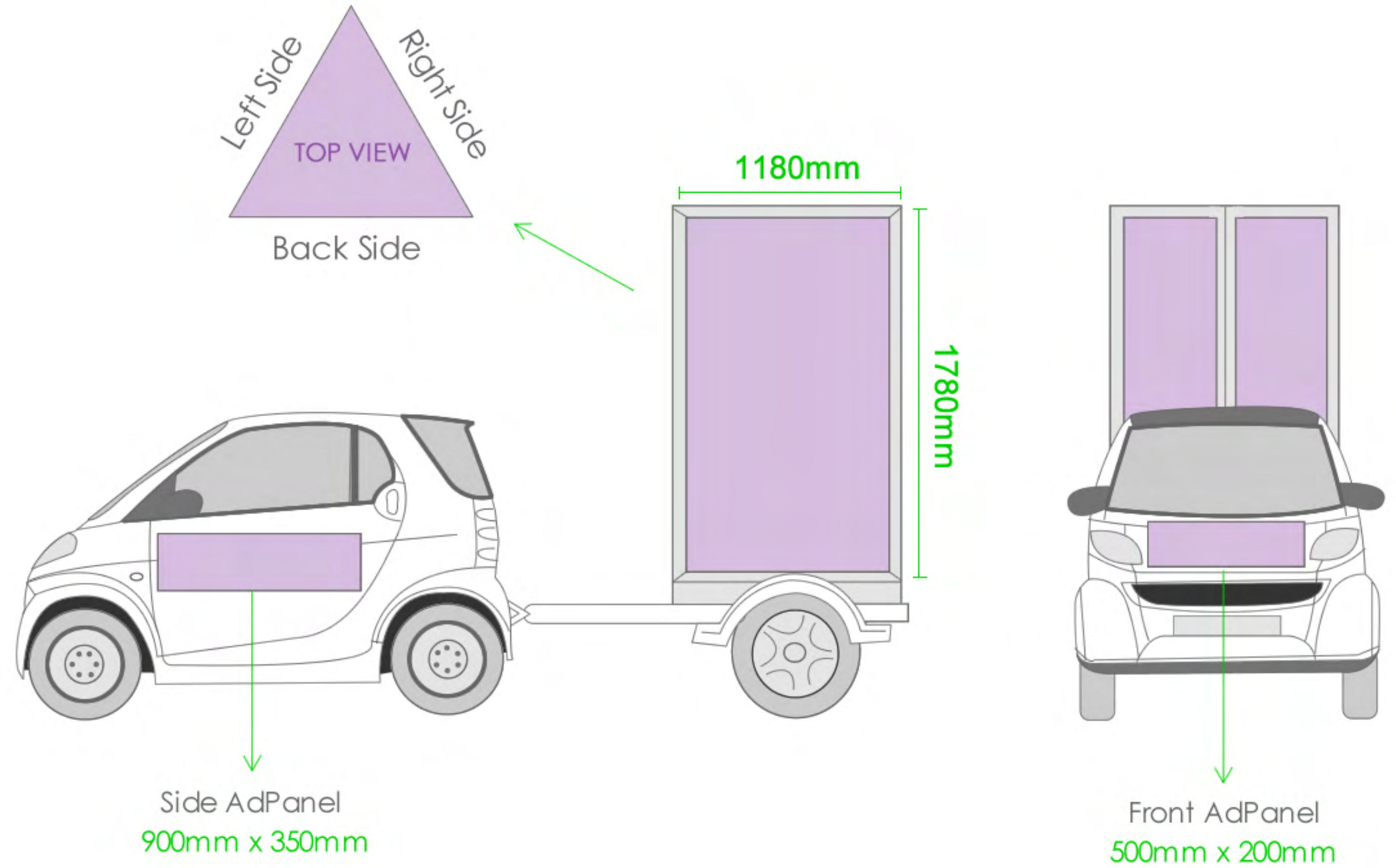


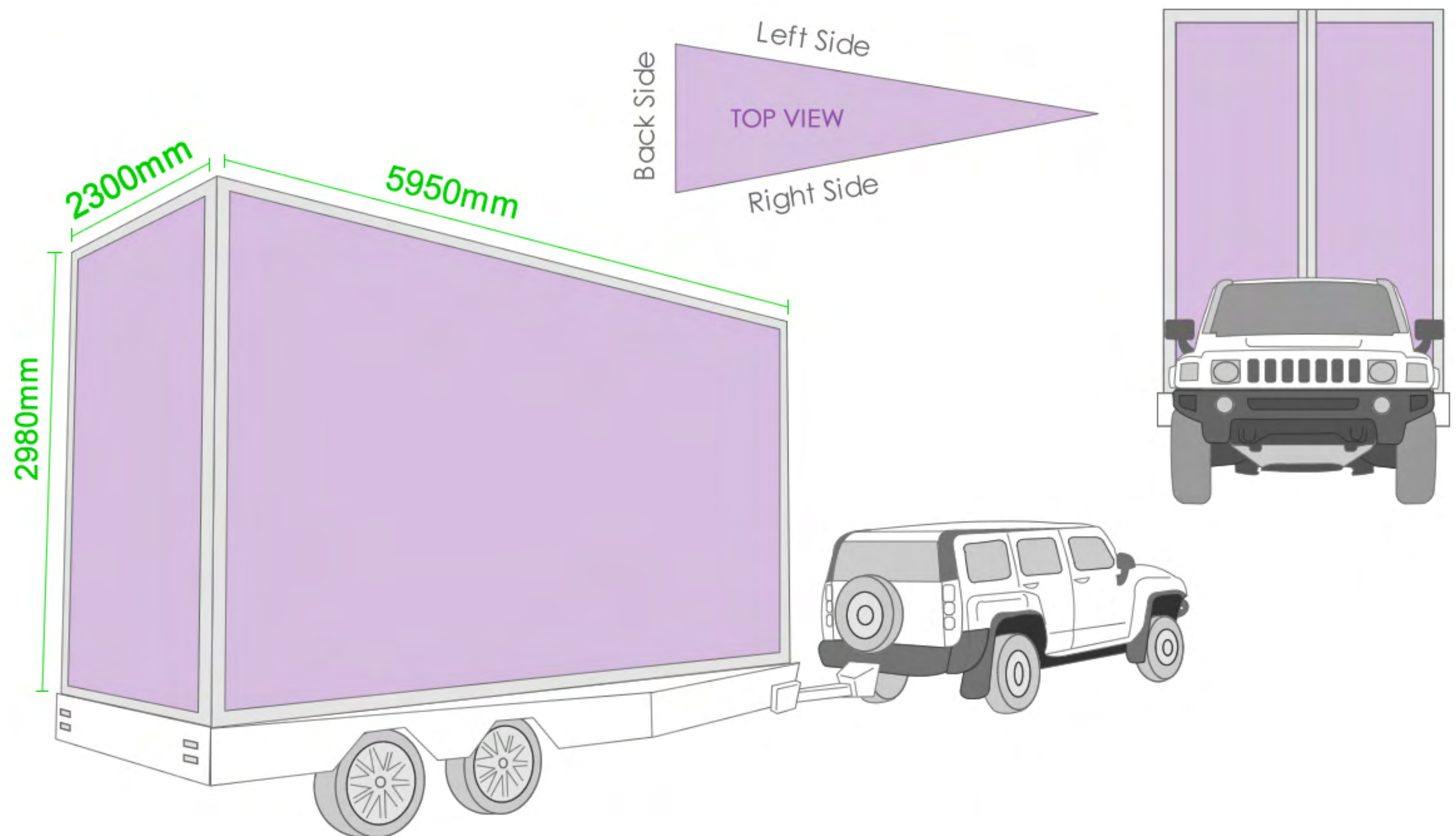
SMART ADS

- ✔ Night time illumination (No charge)
- ✔ Branded drivers ie. Caps, T-shirts, etc. (No charge)
- ✔ Different split messages on signage (No charge)
- ✔ Hand-outs / Professional Activity
- ✔ Ad panes/vehicle branding available (\$95 per SmartAd install)
- ✔ 2, 3, 4 car convoy formats
 - 8 SmartAds available
 - 3-Sided Wedge Trailers
 - 1780x1180mm cut size
 - Backlit lightbox film



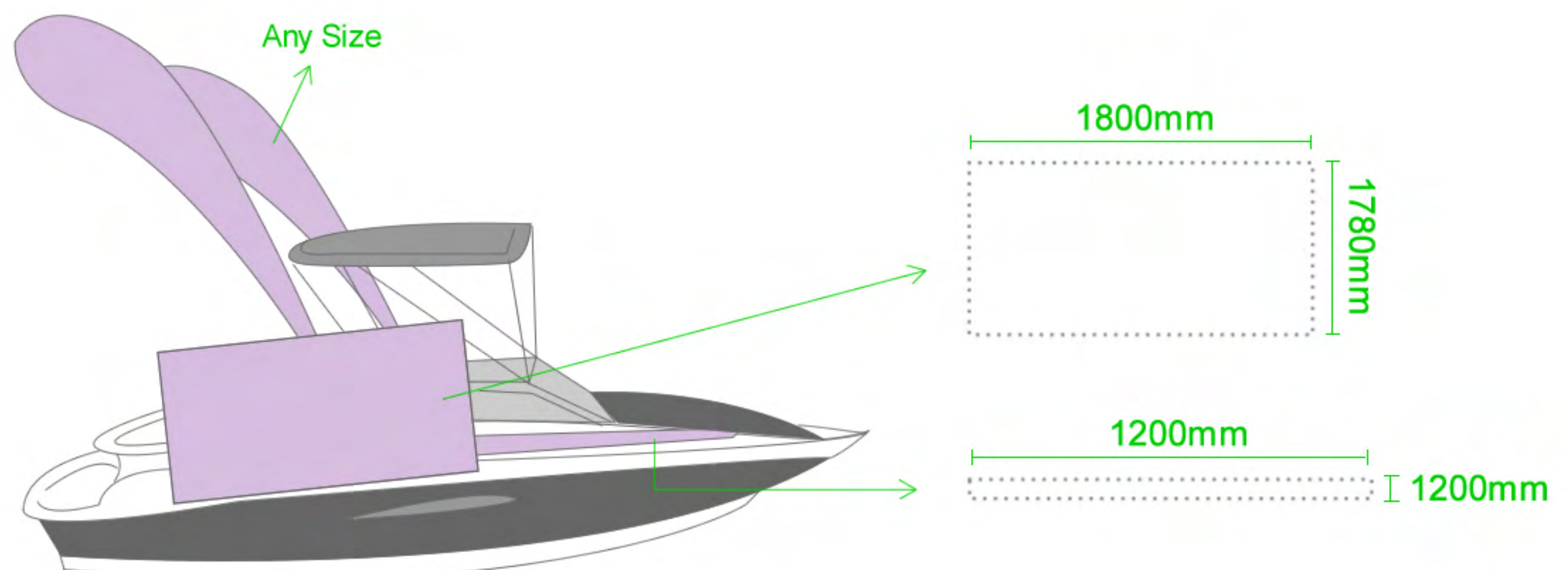
HUMMER ADS

- ✔ Side door vehicle wraps available (600x600mm) \$150 per install
- ✔ Roped Keddar lined canvas
 - 3-Sided Wedge Trailers
 - Two sides 5950x2980mm
 - Back 2300x2980mm



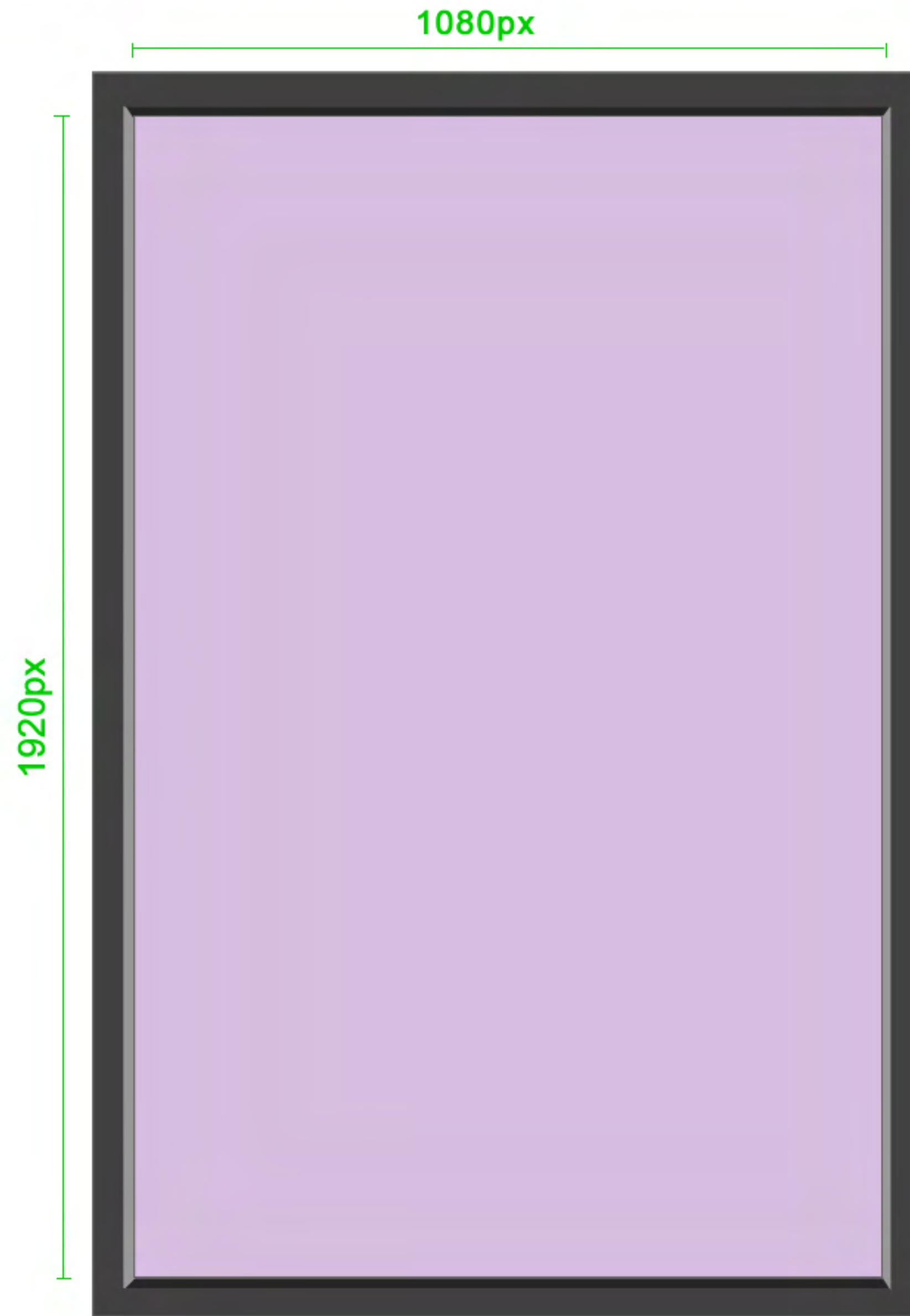
BOAT ADS

- ✔ 2 x 900mm high x 1800mm wide on core-flute stock
- ✔ (Optional Extra) Strips of 100mm high to a total of 6metres in length
- ✔ (Optional Extra) Flags



DIGITAL SCREENS • 50" AviationAds • 42" Venue DigiAds • 32" TouristAds

- ✓ 1080 pixels wide x 1920 pixels high flat screen
- ✓ Can display static or animated/movie
- ✓ Clips should not run over 10/15 seconds
- ✓ The final file must be rotated 90 degrees anti clockwise
- Colour Mode: RGB
- Ratio 9:16
- Resolution: 150dpi
- Preferred file format: JPEG, Quicktime(.mov), Windows Media
- Other formats: Video(WMV), Flash(SWF)



Portrait advert
1080 x 1920



Portrait advert 1080 x 1920
ROTATED 90 DEGREES
ANTI CLOCKWISE

Evoke/Directimage

Over the many years Directimage has remained as Evoke's preferred supplier due to Directimage's extensive knowledge of all of Evoke's products and brands. All materials used to produce any of Evoke's products from Directimage is of the highest standard. The most up to date machinery is used to reproduce any printed artwork, therefore, producing a quality product every time.

Artwork

We recommend you supply artwork created in the following applications. We can accept files created in other applications but cannot guarantee results.

- Quark Xpress
- Photoshop
- Illustrator
- Freehand
- Indesign

Acrobat

Always use Vector files where possible and all images are to be 300dpi or higher. As a general rule, all print files are to be no less than 100dpi at output. For Example: A file blown up by 300% needs to have 300dpi artwork/images.

Make sure all files and images are supplied in CMYK format and please allow for trims and bleed on all artwork.

Alternatively, you can supply these generic file types:

- PDF - Must be distilled, not exported.
- EPS - Convert all fonts to curves/outlines.
- JPG - Please ensure file is CMYK and saved at maximum quality.
- TIFF - Please ensure file is CMYK

Fonts

All fonts should be imbedded and if possible, please turn all fonts in your artwork to 'curves' or 'outlines', eliminating the need to provide fonts. If this cannot be done then please supply all screen and printer fonts with your artwork.

Proofs

It is essential when supplying artwork that you also supply a proof. The following proof formats are acceptable, including their limitations.

- **Hard Colour Proofs** - The ideal proof for us to work from. Please ensure you include print size and mark critical colours.
- **Hard Black & White Proofs** - Only to be used to check content and positioning. Any critical colours can be marked.
- **JPG Proofs** - If artwork is supplied electronically then this is a good way to provide a proof. Can be used to check layout and colours. Any critical colours must be highlighted in a covering letter.
- **PDF Proofs** - The ideal way to provide an electronic proof. Any critical colours must be highlighted in a covering letter.

Services

A. Mobile Media

- **Smart Ads** - Printed on lightbox film
- **Hummer Ad** - 650gsm Banner vinyl with keddar edging
- **Boat Ad**

B. CitiAds

- **ParkinAds** - Backlit Lightbox Film
- **LiftAds** - Removable SAV with santex laminate
- **BoomAds** - Removable SAV with santex laminate

C. VenuAds

- **A3 VenuAds** - Photograde paper with option to laminate

D. A3 CampusAds & A2 CampusAds - Photograde paper with option to laminate

E. A2 FitnessAds & Lightbox FitnessAd - Photograde paper with option to laminate

F. ReginalAds

- **A2 RoadhouseAds** - Photograde paper with option to laminate
- **A2 CaravanParkAds** - Photograde paper with option to laminate

G. CentreAds

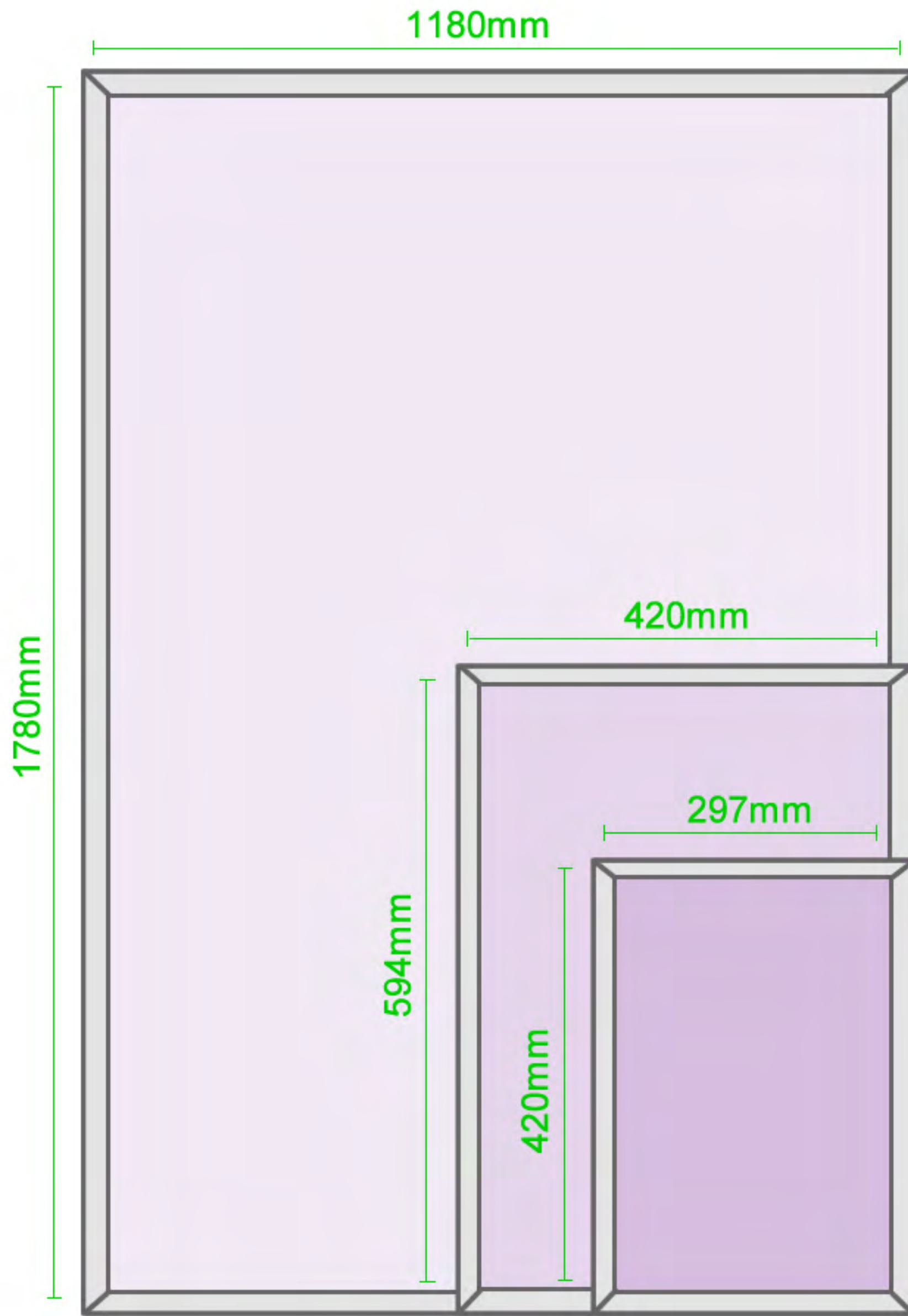
- **FloorAds** - Removable SAV with santex laminate

Frequently Asked Questions

Q. Can we use images downloaded from websites? A. No. Images you see on your screen when viewing websites are normally only 72dpi at their screen size. This makes them too small to use in any form of printing without very poor results.

Q. Can we supply RGB files? A. No. All of our printers use a CMYK ink set. If artwork is supplied in RGB then print results are unpredictable. Please convert all images and artwork to CMYK before you send it to us. You are liable to additional artwork costs if we have to convert it for you.

Q. When you print our artwork, will it look the same as it does on the screen? A. No. Unless your monitor has been professionally calibrated, then colours are unlikely to be the same once printed. You should always try to run a proof on a calibrated printer to check colour and image balance.



LIGHTBOX • ParkingAds • FitnessAds

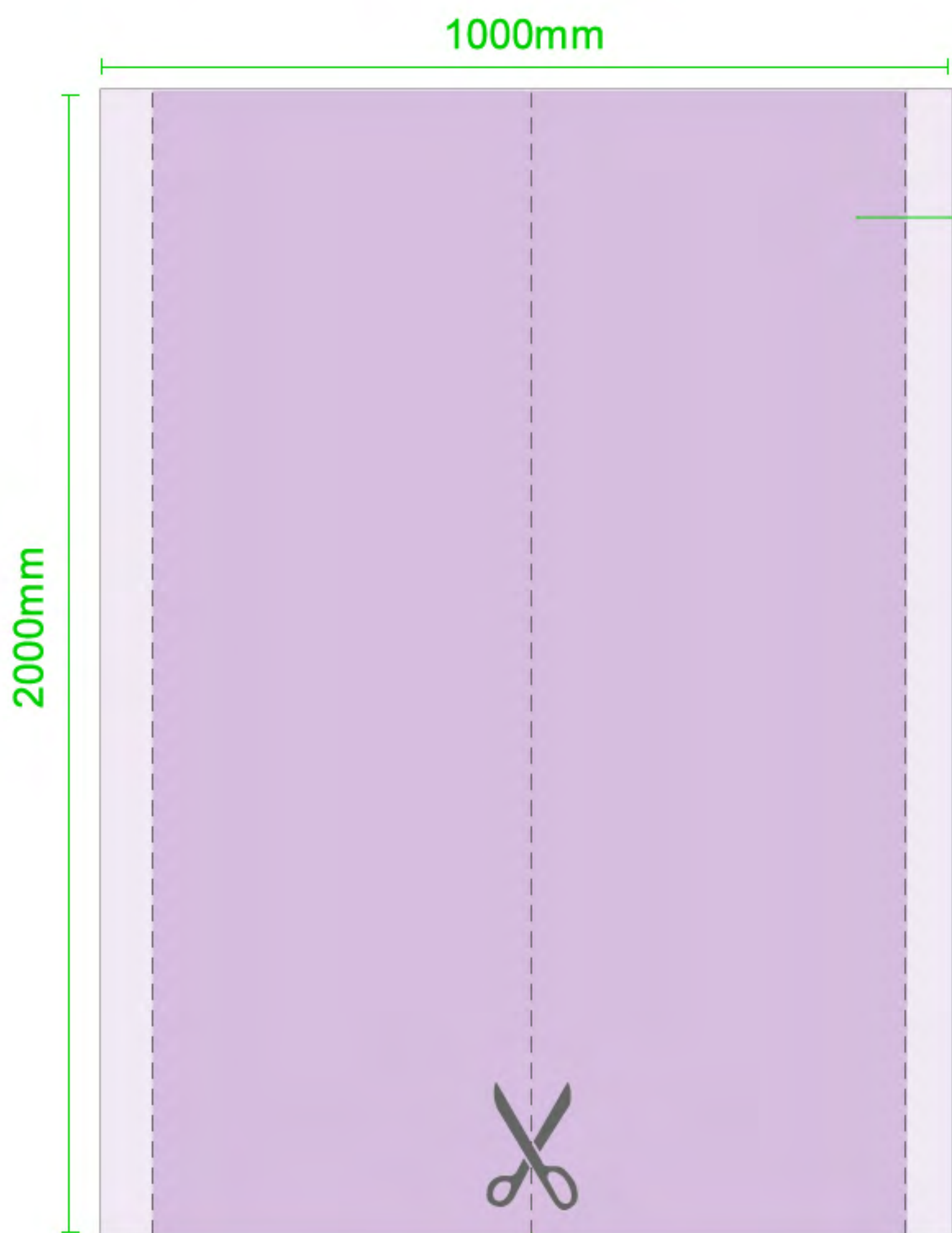
Tip: The higher the resolution the better the end result. 300dpi is recommended.

Tip: Use a good quality illuminated stock ie. Backlit lightbox film.

A2 • Fitness Ads • Campus Ads • Focus Ads

A3 • Campus Ads • VenuAds

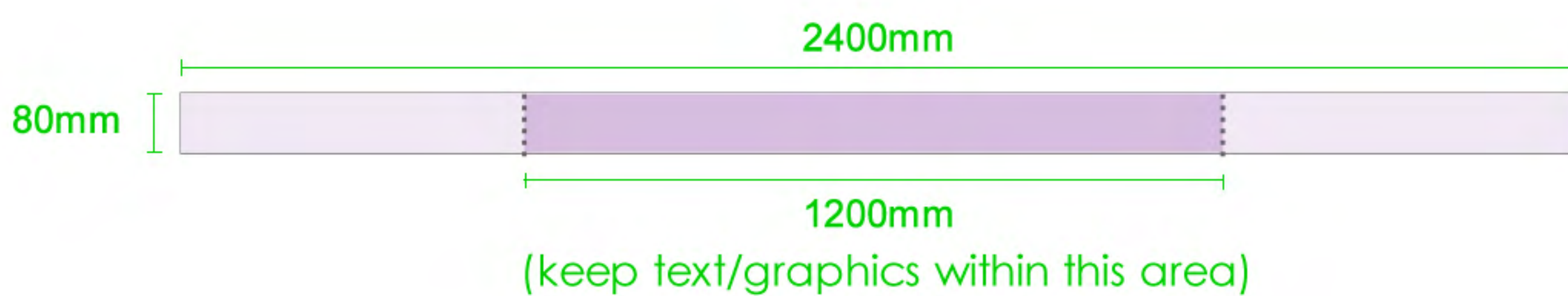
Tip: Allow 5mm bleed on each border for frame overlap.



LiftAds

Tip: Keep text/graphics within central 860mm

image cuts in the middle



Boom Ads

(keep text/graphics within this area)