

# Backlight 96 Sheet

Primesight Lightbox - Specification Sheet



Billboards are the most traditional form of Outdoor advertising, a dominant, interruptive medium still popular today for a very good reason – they work!

At Primesight we operate an estate of over 7000 billboards making us the second largest billboard estate in the UK.

## Artwork information

Trim area	12227mm(w) x 3095mm(h)
Safe area	12185mm(w)x 3050mm(h)
Format	High res CMYK PDF at 10%, embed/outline images and fonts
Images	CMYK 400dpi+ at 10%

## ARTWORK DEADLINE: 10 WORKING DAYS PRIOR TO GOING LIVE

Please note:

You are responsible for making sure that the artwork fits the space that it is designed for.

We will assume that you are happy with the quality of the artwork before you send it to us.

PRINT QUERIES AND DELIVERY:

[salesplannersUKD@primesight.co.uk](mailto:salesplannersUKD@primesight.co.uk)