

► Spectacular Backlit - Horizontal



GRAPHIC REQUIREMENTS

- **Visual type:** Printed on backlit textile using dye-sublimation
A silicone perimeter strip is factored into the text safety margin.
- **Colours:** CMYK | **Profile:** U.S. Web Coated (SWOP)
- **Rich black:** C60, M60, Y40, K100
- **Maximum total ink coverage:** 280%
- **Gradients:** Gradients under 10% may not reproduce properly at the final printed size

GRAPHIC FILE DIMENSIONS

- **Scale:** 25% of final size at 200 dpi
- **Resolution:** 50 dpi at final printed size
- **Scaled dimensions (W x H):** 83,5 x 16 in
- **Text safe area:** 80,5 x 13 in
- **Bleed:** 84,5 x 17 in
- **Crop marks:** Yes

► [DOWNLOAD THE TEMPLATE](#)

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FILE SUBMISSION REQUIREMENTS

- **Timeline:** 10 business days prior to the campaign start date. Any late submission may impact the campaign start date and duration.
- **File format:** High-resolution PDF/X-1a or PDF/X-4
- **Maximum file size recommended:** 150 MB
- **Fonts:** Convert all fonts to outlines
- **Multiple creatives:** 1 file per creative
- **File naming convention:** ContractNumber_Advertiser_Routing_SHOP_SBH_EM1 (no special characters, accents, or spaces)
- **File submission:** Send your file with the contract number and Advertiser in the email subject line, to your Account Director and their Sales Coordinator, with a direct link that does not require a login or password.

