

Q: What are templates?

A: The templates on this website have been designed to provide you with guidelines regarding the artwork to be prepared by clients/Ad Agencies for the out of home media campaigns owned by the Ad Board Dynamic Communication Group.

Q: What is the correct size of artwork?

A: In all templates you will notice that there is a bleed area, a viewable area and a critical elements area.

Q: What is the bleed area?

The bleed area is the one not viewed by customers i.e. behind the frame of a billboard.

Q: What is the viewable area?

The viewable area is the one that can be viewed by both vehicular and pedestrian traffic on a billboard.

Q: What is the critical elements area?

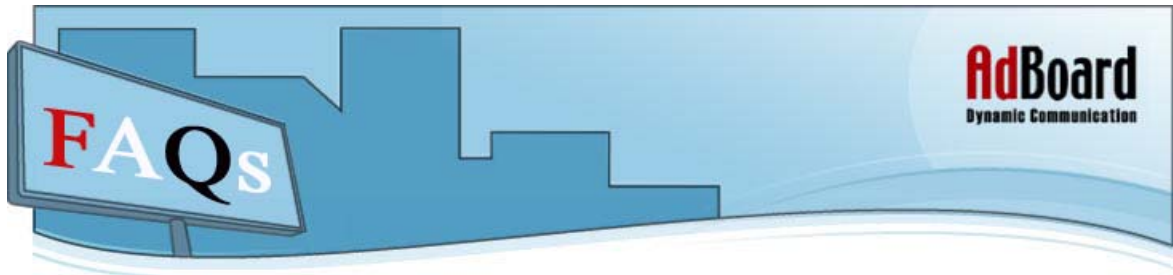
Because of the variations of the size of billboards, frames and stretching of artwork of PVC on billboards, we recommend that you work within the critical elements dimensions as specified by each type of media for any important elements of your artwork. For example, keep the logo of your brand or a catch phrase or a slogan within the critical elements area as specified in each template.

Q: How can I obtain a production estimate on my campaign?

A: Adboard can supply you with a production estimate.

Q: When and where do CDs or artwork need to be delivered?

A: Artwork should reach our offices 5 working days prior to the commencement of the campaign. Exceptions apply.



Q: Who organizes print production?

A: We take care of everything in terms of production. Please note however, that in the case that you take care of printing, Ad Board bears no responsibility with regards to colors and delivery of the posters at its offices. This will be the responsibility of the Ad Agency or the Customer.

Q: Is installation included in the production cost?

A: Yes.

Q: Does Ad Board need to approve all creative?

A: Yes. This is to ensure that all advertisements are suitable for the mass market and are not unlawful and sinful. In any way, artwork should comply with the practices established by the advertising industry in Cyprus.

Q: What happens to the posters at the end of the campaign?

A: At the end of each campaign, Ad Board will store these posters for up to 30 days. During this time, Ad Board should be advised if posters are to be destroyed or returned to the client (at Ad Board's expense). If no notification is received, Ad Board will dispose of all production material, 30 days from the end of the agreement.

Q: How do I know if my artwork is suitable for out of home media of Ad Board?

A: Ad Board's Simulator enables artwork to be easily uploaded and viewed on Ad Board's billboards.