

production specifications

Campaign Start Dates

Please refer to the iOM Media Planning Calendar below for details of start dates.

Artwork Approval

All creative must be approved by iOM prior to printing. Please email a low resolution file of your final artwork to obtain display approval to info@iom.net.au.

Material Deadlines

Finished material is required at our installers warehouse 5 days prior to campaign start date. Late delivery of material will cause your campaign start date to be delayed.

Substrates

All iOM skins are to be digitally printed on 450-550 gsm flex vinyl and finished with 6mm kedar rope.

Size Specifications

Files should be set up at 10% of billboard visual size @ 400dpi.

eg. Artwork for a supersite billboard measuring 12660mm (w) x 3350mm (h) should be set up at 1266mm (w) x 335mm (h)

IMPORTANT: Please add 10mm bleed on all sides of artwork file.

For Best Results

- Supply the layout file(s) and all supporting files including fonts.
- Supply all image files in high resolution CMYK.
- Supply layered Photoshop files if possible.
- Scale your art to the correct size.
- Acceptable file formats are Illustrator, InDesign, Photoshop, Quark Express and High Resolution PDF.

2009

	S	M	T	W	T	F	S	
JANUARY	0	28	29	30	31	1	2	3
	1	4	5	6	7	8	9	10
	2	11	12	13	14	15	16	17
	3	18	19	20	21	22	23	24
	4	25	26	27	28	29	30	31
FEBRUARY	5	1	2	3	4	5	6	7
	6	8	9	10	11	12	13	14
	7	15	16	17	18	19	20	21
	8	22	23	24	25	26	27	28
MARCH	9	1	2	3	4	5	6	7
	10	8	9	10	11	12	13	14
	11	15	16	17	18	19	20	21
	12	22	23	24	25	26	27	28
APRIL	13	29	30	31	1	2	3	4
	14	5	6	7	8	9	10	11
	15	12	13	14	15	16	17	18
	16	19	20	21	22	23	24	25
MAY	17	26	27	28	29	30	1	2
	18	3	4	5	6	7	8	9
	19	10	11	12	13	14	15	16
	20	17	18	19	20	21	22	23
	21	24	25	26	27	28	29	30
JUNE	22	31	1	2	3	4	5	6
	23	7	8	9	10	11	12	13
	24	14	15	16	17	18	19	20
	25	21	22	23	24	25	26	27

S	M	T	W	T	F	S	
28	29	30	1	2	3	4	26
5	6	7	8	9	10	11	27
12	13	14	15	16	17	18	28
19	20	21	22	23	24	25	29
26	27	28	29	30	31	1	30
2	3	4	5	6	7	8	31
9	10	11	12	13	14	15	32
16	17	18	19	20	21	22	33
23	24	25	26	27	28	29	34
30	31	1	2	3	4	5	35
6	7	8	9	10	11	12	36
13	14	15	16	17	18	19	37
20	21	22	23	24	25	26	38
27	28	29	30	1	2	3	39
4	5	6	7	8	9	10	40
11	12	13	14	15	16	17	41
18	19	20	21	22	23	24	42
25	26	27	28	29	30	31	43
1	2	3	4	5	6	7	44
8	9	10	11	12	13	14	45
15	16	17	18	19	20	21	46
22	23	24	25	26	27	28	47
29	30	1	2	3	4	5	48
6	7	8	9	10	11	12	49
13	14	15	16	17	18	19	50
20	21	22	23	24	25	26	51
27	28	29	30	31	1	2	52

S	M	T	W	T	F	S		
JANUARY	1	3	4	5	6	7	8	9
	2	10	11	12	13	14	15	16
	3	17	18	19	20	21	22	23
	4	24	25	26	27	28	29	30
FEBRUARY	5	31	1	2	3	4	5	6
	6	7	8	9	10	11	12	13
	7	14	15	16	17	18	19	20
	8	21	22	23	24	25	26	27
MARCH	9	28	1	2	3	4	5	6
	10	7	8	9	10	11	12	13
	11	14	15	16	17	18	19	20
	12	21	22	23	24	25	26	27
APRIL	13	28	29	30	31	1	2	3
	14	4	5	6	7	8	9	10
	15	11	12	13	14	15	16	17
	16	18	19	20	21	22	23	24
MAY	17	25	26	27	28	29	30	1
	18	2	3	4	5	6	7	8
	19	9	10	11	12	13	14	15
	20	16	17	18	19	20	21	22
	21	23	24	25	26	27	28	29
JUNE	22	30	31	1	2	3	4	5
	23	6	7	8	9	10	11	12
	24	13	14	15	16	17	18	19
	25	20	21	22	23	24	25	26

S	M	T	W	T	F	S		
JULY	27	28	29	30	1	2	3	26
	4	5	6	7	8	9	10	27
	11	12	13	14	15	16	17	28
	18	19	20	21	22	23	24	29
	25	26	27	28	29	30	31	30
AUGUST	1	2	3	4	5	6	7	31
	8	9	10	11	12	13	14	32
	15	16	17	18	19	20	21	33
	22	23	24	25	26	27	28	34
SEPTEMBER	29	30	31	1	2	3	4	35
	5	6	7	8	9	10	11	36
	12	13	14	15	16	17	18	37
	19	20	21	22	23	24	25	38
OCTOBER	26	27	28	29	30	1	2	39
	3	4	5	6	7	8	9	40
	10	11	12	13	14	15	16	41
	17	18	19	20	21	22	23	42
	24	25	26	27	28	29	30	43
NOVEMBER	31	1	2	3	4	5	6	44
	7	8	9	10	11	12	13	45
	14	15	16	17	18	19	20	46
	21	22	23	24	25	26	27	47
DECEMBER	28	29	30	1	2	3	4	48
	5	6	7	8	9	10	11	49
	12	13	14	15	16	17	18	50
	19	20	21	22	23	24	25	51
	26	27	28	29	30	31	1	52

2010

Media Planning Calendar

iOM sites are sold in 4-week cycles commencing on Mondays, from January 5, 2009 as indicated. The alternating green and grey numbers indicate the 4-week lunar cycles.