

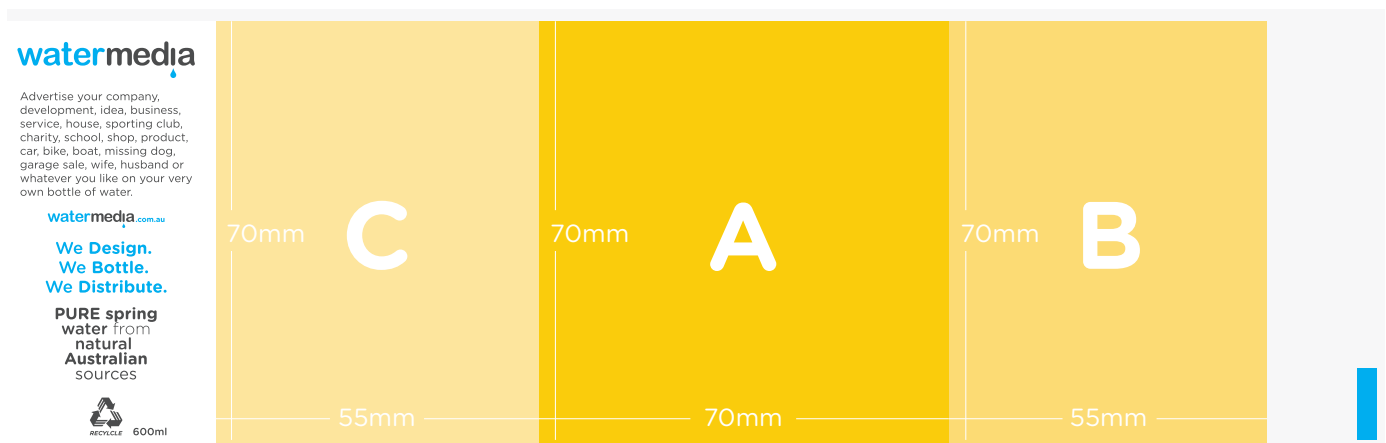


## WATER MEDIA ARTWORK SPECS



1. Use Adobe InDesign template
2. Total file size 234.95 x 76mm
3. Your Artwork 180mm x 72mm
4. Artwork to be supplied as High Resolution PDF
5. All artwork to be supplied as CMYK
6. All fonts to be outlined
7. No crop marks
8. No bleed
9. Email final artwork to [info@watermedia.com.au](mailto:info@watermedia.com.au)

## WATER MEDIA ARTWORK ZONES



1. ZONE A: Primary Zone = High impact. Seen from outside the fridge. \*For main message. Keep message simple and uncluttered for maximum impact.
2. ZONE B & C: Secondary Zones. Not seen from outside fridge. \*For secondary level messages. Keep message simple and uncluttered for maximum impact.