

*****ALL ARTWORK MUST BE APPROVED BY ROVA PRIOR TO ANY PRODUCTION COMMENCING*****

Please call ROVA on (02) 9807 2644 for more info or advice on any of the following production specs.

SUBSTRATE

Premium Reflective: Printed on Avery Class 1 micro-prismatic retroreflective sheeting (Avery product code- MT65004850NW) which is laminated to 3.3mm corflute. Flutes must run horizontally.

ROVA highly recommends this product. It is highly visible both at night and in daylight hours.

Budget: Printed direct to 3.3mm corflute. Flutes must run horizontally.

We do not recommend this product as it is only visible in daylight hours.

MEDIA

We accept your files via email, CD, DVD, FTP.

Please supply all fonts used, or convert to outlines.

Please also include an exported pdf.

ARTWORK DELIVERY

Email: creative@rova.net.au (Files under 15MB) or you can use www.yousendit.com for larger files.

FTP: Please compress all files into 1 final folder and label accordingly.

Host name: ftp.rova.net.au

User: uploads@rova.net.au

Password: Please contact ROVA for password.

Address: Unit 18, 46-48 Buffalo Rd, Gladesville, NSW, 2111.

FILE FORMATS

High res and multi-layered pdfs are recommended and preferred.

IMAGES

Please scan all images in at least 200 dpi at plan size (refer to illustration below).

COLOURS

CMYK. Please indicate any spot colours used (Eg. PMS colours).

PROOF

Hard copy proofs are only supplied upon request.

ARTWORK DIMENSIONS

Plan Size (Document setup): 400mm x 200mm (Please supply 5mm bleed)

Final Printed Size: 800mm x 400mm

Final Safe Copy Area: 790 mm x 390 mm (Our frame covers 5mm of out panels on all sides)



Plan Size 400mm X 200mm
Safe Copy Area 395mm X 195mm
Bleed 5mm

PREMIUM REFLECTIVE PANELS

ROVA uses a micro-prismatic retroreflective substrate which gives our taxi ads optimal visibility in all low light and night time conditions without electric illumination. Microscopic prisms render high head-on and wide angle retroreflectivity, using light sources such as vehicle headlights, street lights and ambient light. Designs with high contrasting colours reflect very well. Large sections of white can reflect too much light and “wash out” the design, making parts of it blur. Please call ROVA on (02) 9807 2644 for more info or advice.

RELATIVE PERFORMANCE OF ROVA PANEL SUBSTRATES (AT NIGHT)

Early Warning Range		Reading/Decision Making Range				Maneuvering Range	
16 secs	14 secs	12 secs	10 secs	8 secs	6 secs	4 secs	2 secs
400m		300m		200m		100m	0

*Time and Distance to Sign

HOW IT WORKS

The incoming light ray (1) hits the first surface and reflects to the rear surface (2). The rear surface reflects the light to the last surface (3), which reflects the light rays back to the source (4).

Microstructure (Reverse Angle) Prismatic (left). 9 000 microprisms/cm².

COMPARISON



Premium Reflective panels at night are eye-catching, clearly visible and appear illuminated.



Budget panels do not reflect, and can not be seen easily at night time.

What is the deadline for delivering artwork?

We require artwork 10 working days prior to the campaign start date. This is to ensure sufficient time to produce the panels and have them delivered to the campaign location(s) on time.

What exactly is a ROVA panel and how is it attached to the taxi?

ROVA panels are made from 3.3mm corflute. Premium Reflective panels have reflective sheeting laminated to the corflute. Budget panels are printed directly to the corflute. The panel sits in a frame which flips down to hold the panel in place.

Is there any approval process needed for the creative?

Yes, ROVA must ensure that all advertisements and their content comply with the voluntary codes of practice established by the advertising industry. We also need to ensure that all advertisements and their content comply with the relevant state transit authorities.

Are there any guidelines for the reflective panels?

Please note that if there is too much white or light colours in the design, the reflection will blow out in too much reflected light, and the ad is difficult to read.

Please contact your ROVA rep for more information on reflectivity, or email creative@rova.net.au.

Why do I need to produce spare panels?

Spare panels are required to cover any damaged panels, so that you get the full panel weight for your campaign. We suggest 5-10% of your total panel number in spares.

Rova overposts all campaigns by 3-5%.

When and where do panels need to be delivered?

All panels must be delivered to the location/ROVA depot at least 2 working days prior to the campaign's start date. It takes 2-3 days to completely post our heavier weight campaigns, this ensures that there is a minimal posting delay. Please contact ROVA for delivery addresses.

Is installation included in media cost?

No. Installation is charged on paid panels only, at a rate of \$10 +gst per panel.

Is my artwork suitable for a taxi boot?

If you would like advice on your designs for ROVA taxi media, please get in touch with ROVA's creative department, creative@rova.net.au

What happens to the panels after the campaign?

ROVA disposes of and/or recycles all panels at the end of each campaign, unless the panels are to be used in a subsequent burst/campaign. If this is the case, ROVA will wash and store the panels until they are needed.

Undamaged panels can only be used 2 times.

Please inform your ROVA representative of any possibility of repeat usage of panels.

What sort of inks are used?

All ROVA panels are printed using UV curable inks, which do not contain ozone-depleting chemicals as described in the Montreal Convention. They are formulated free from aromatic hydrocarbons. They are free of any volatile solvent and can therefore be considered to have less impact on the environment, when compared with solvent-based products.



