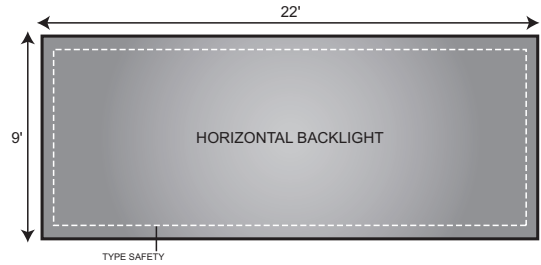


HORIZONTAL BACKLIGHTS

PRODUCTION SPECIFICATIONS & FINISHING REQUIREMENTS



DIMENSIONS	TRIM (W x H)	VISIBLE OPENING (W x H)	SAFETY (W x H)	
	22' x 9'	22' x 9'	21' x 8'	
INTERMEDIATE FILE SIZE	TRIM (W x H)	VISIBLE OPENING (W x H)	SAFETY (W x H)	BLEED (W x H)
	22" x 9"	22" x 9"	21" x 8"	22.67" x 9.67"

SUPPLYING FILES FOR PRODUCTION

Layout	Supply artwork at INTERMEDIATE FILE SIZE, not actual size. Files will be digitally enlarged to final size during the production process. Always provide crop marks & bleed in your file.
Templates	Digital templates are available to assist you in preparing your artwork. Please contact your CBS OUTDOOR Production Account Manager for production templates.
Software	MAC: QuarkXpress 6.0; InDesign CS; Illustrator CS; Photoshop CS PC: QuarkXpress 4.1; Illustrator 8.0
Transfer Media	ZIP, CD, DVD, FTP. Disks will be returned by request only. Please contact your CBS OUTDOOR Production Account Manager for current FTP specifications.
Images	300 DPI, CMYK , 100% at INTERMEDIATE FILE SIZE. Convert RGB files to CMYK. Accepted image types: TIFF, EPS, Scitex CT. JPEGs not accepted. Do not exceed a file size of 400mb or fall below 40 mb.
Type & Fonts	Minimum recommended type size for critical copy: 144 pt (24" at ACTUAL SIZE) Include printer & screen fonts with artwork or convert fonts to outlines.
Colour	All production in CMYK unless otherwise indicated. Indicate PMS colours on proof.
Support	Support solid (rich) blacks with 40% C or M, if required.
Proofs	All files must be accompanied by a hard-copy proof. Provide professional quality colour proof for colour accuracy.

HORIZONTAL BACKLIGHTS

PRODUCTION SPECIFICATIONS & FINISHING REQUIREMENTS

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CBS OUTDOOR PRODUCTION GROUP

CBS OUTDOOR owns and operates a full-service in-house production facility in Toronto, and can provide production for every one of our products. Our dedicated staff of outdoor and production experts are committed to producing your outdoor right, on budget, and on time.

Please contact us for a production estimate for your next project!

PRINTING & FINISHING REQUIREMENTS

Production	Digital Printing
Substrate	14 oz. reinforced backlit vinyl

BACKLIGHT EXCLUSIVITY AGREEMENT

CBS OUTDOOR requires that production for HORIZONTAL BACKLIGHTS be supplied exclusively through our own Production Group.

We accept material from other production facilities for posting on other media products, however, the HORIZONTAL BACKLIGHT medium is unique in its manufacturing, finishing and operational requirements.

CBS OUTDOOR's standard HORIZONTAL BACKLIGHT units across Canada are fitted with a state of the art installation system that greatly decreases the installation time required for this medium. The printed faces are finished with a material that is similar to a zipper. The zipper fabric is not readily available on the open market and it is critical that it be installed on the finished faces correctly. If any part of this system is off centre or not straight, the face cannot be installed properly. The type of zipper finishing can vary by market.

CBS OUTDOOR's prime focus is to ensure the media campaign is executed as contracted. With this in mind, and taking into consideration the need to manage the correct material, backlit colour balance, and proper finishing, it is in the best interest of the customer to keep HORIZONTAL BACKLIGHT production exclusive to the CBS OUTDOOR PRODUCTION GROUP.

Should you have any questions regarding the above information, please feel free to contact Laurie Kelly, Director, Production Group at (416) 521-6517 or at lkelly@cbsoutdoor.ca

The quality of production supplied to CBS OUTDOOR is the responsibility of the advertiser.

CBS OUTDOOR proactively maintains the faces on our structures. Should the production supplied not meet the minimum standards outlined or not remain posted when using standard procedures, the advertiser/agency is responsible for:

- additional posting costs incurred to maintain the face
- all contracted space should CBS OUTDOOR be unable to post the product