



DIMENSIONS	TRIM (W x H)	VISIBLE OPENING (W x H)	SAFETY (W x H)
STANDARD INTERIOR	35" x 11"	34" x 10"	33" x 9"
SUPER INTERIOR	70" x 11"	69" x 10"	68" x 9"

INTERMEDIATE FILE SIZE	TRIM (W x H)	VISIBLE OPENING (W x H)	SAFETY (W x H)	BLEED (W x H)
STANDARD INTERIOR	17.5" x 5.5"	17" x 5"	16.5" x 4.5"	18" x 6"
SUPER INTERIOR	35.5" x 5.5"	34.5" x 5"	34" x 4.5"	35.5" x 6"

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: 36 pt (1" 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.
Density	Maximum 280% density. Dots smaller than 5% may not be visible when printed due to blow out
UCR/GCR	UCR can be utilized in a background that would normally register as 3 solids plus black. GCR is <u>not</u> to be utilized.
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.

SUBSTRATE CHANGE • AUGUST 1, 2007

All **Subway Interior** media contracts signed after July 31, 2007 must be produced on **FR 63 Lexan** fire-retardant polycarbonate resin and must be produced through the CBS Outdoor Production Group. Interiors posting on surface vehicles (buses/streetcars) can still be produced on styrene. See **PRINTING & FINISHING REQUIREMENTS** for more details.

TRANSIT • INTERIORS

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	Lithography, screen printing or digital printing.
Substrates	<p>FOR SUBWAYS</p> <ul style="list-style-type: none"> • 10 pt. FR63 Lexan (with ANTI-STATIC PROTECTION) <p>All Subway Interior contracts signed after July 31, 2007 must be printed on FR63 Lexan fire-retardant polycarbonate resin. Lexan material must be produced through the CBS OUTDOOR PRODUCTION GROUP. Subway Interiors supplied from other production facilities will not be accepted.</p> <p>FOR SURFACE VEHICLES (Buses & Streetcars)</p> <ul style="list-style-type: none"> • 17.5 pt. translucent polystyrene (with ANTI-STATIC PROTECTION) for backlit transparency • 10 pt. Lexan FR63 (with ANTI-STATIC PROTECTION) acceptable if media buy includes Subway Interiors
Anti-Static	<p>Materials without ANTI-STATIC protection will not be posted.</p> <p>Styrene and Lexan pick up a static charge and attract dust & dirt particles after installation. In order to maintain cleanliness and quality of the showing, treat all materials with an anti-static protectant on both sides before shipment.</p> <ul style="list-style-type: none"> • Recommended ANTI-STATIC product: Armstrong ProSeries Regal AS (Item #42608) Toll Free:1-866-627-6588 • Recommended applicator: Axis Global Canada, Tel: (416) 836-9488
Take-One Pads	Please contact CBS OUTDOOR TRANSIT OPERATIONS for specifications if your product requires TAKE-ONE PADS.
Ink Characteristics	No toxic UV inks will be accepted.
Overage	4-8 week campaigns - 15% overage is required. 12 week campaigns or longer - 25% overage is required

LEXAN PRODUCTION EXCLUSIVITY

CBS OUTDOOR requires that production for **Subway Interiors** on **FR63 Lexan** be supplied exclusively through our own Production Group. We will accept Interiors printed on Styrene from other production facilities for Bus & Streetcar posting only.

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, it is in the best interest of the customer to keep INTERIOR 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

SHIPPING

- Posters must be shipped flat, maximum 100 posters per package.
- Delivery a minimum of 10 days prior to posting date.
- Shipping to be prepaid by advertiser or production house. Collect shipments will not be accepted.
- Delivery slip showing quantity, advertiser, design name and shipper must accompany each shipment.
- Indicate CBS OUTDOOR MEDIA CONTRACT number on package.

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