

CBS OUTDOOR TRIM POSTERS have 16" radius rounded corners

DIMENSIONS	TRIM (W x H)	VISIBLE OPENING (W x H)	SAFETY (W x H)
	20' x 10'	20' x 10'	19' x 9'

INTERMEDIATE FILE SIZE	TRIM (W x H)	VISIBLE OPENING (W x H)	SAFETY (W x H)	BLEED (W x H)
FOR OFFSET LITHOGRAPHY	20.5" x 10.25"	20.5" x 10.25"	19.5" x 9.25"	21" x 10.75"
FOR DIGITAL PRODUCTION	20" x 10"	20" x 10"	19" x 9"	20.5" x 10.5"

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: 72 pt (12" 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.

SPACE EXTENSIONS

Space extensions should be scaled to 1" = 1' and included in artwork.

Please refer to SPACE EXTENSIONS PRODUCTION SPECIFICATIONS and consult with your Production Account Supervisor.

POSTERS

PRODUCTION SPECIFICATIONS & FINISHING REQUIREMENTS

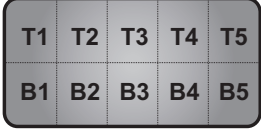
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CBS OUTDOOR PRODUCTION GROUP

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 or Digital Printing recommended	
Substrate	<p>CBS OUTDOOR RECOMMENDED MINIMUM STANDARD STOCK: 81 lb. Coated Outdoor Opaque Wet Strength Blue Back Poster Stock</p> <hr/> <p>OUTDOOR INDUSTRY MINIMUM STANDARD STOCK: 70 lb. Uncoated Outdoor Wet Strength Poster Stock which may have:</p> <ul style="list-style-type: none"> • Severe show through when wet in areas of the poster where there is little or no ink coverage • Some show through when dry in areas of the poster where there is little or no ink coverage • A greater tendency to flag during wet weather 	
Paper Stretch	There can be several inches difference between the dry and wet state of a poster that will impact the positioning of the visible opening and safety area. The printer is responsible for factoring in any paper stretch that may occur once the poster has been prepared for posting.	
Sheet Size	<ul style="list-style-type: none"> • 10 sheets, each 48 1/8" x 60" • Top 5 sheets have 1" rainlaps on right side of each sheet • Bottom 5 sheets have 1" rainlaps on the right side and top of each sheet • Sheets to be coded as follows starting from the left of the poster: Top Sheets: T1, T2, T3, T4, T5 Bottom Sheets: B1, B2, B3, B4, B5 	
Ink Characteristics	<p>UV inks are not acceptable as glue will not permeate for posting. However, inks should contain UV Inhibitors to prevent fading over long periods of time.</p> <p>Excessive ink coverage will cause a poster to flag severely. Dark or black backgrounds may show brush marks from posting depending on weather/sun conditions during the day.</p>	
Shipping	<ul style="list-style-type: none"> • Sheets to be collated in the following order: T1, B1, T2, B2, T3, B3, T4, B4, T5, B5 • Posters to be folded in individual sets no less than 2' x 2-1/2' in size • Box in sets of 10 posters (MAX) • Advertiser name, design name, CBS OUTDOOR MEDIA CONTRACT NUMBER and first posting date clearly marked on the outside of each box and the back of each poster • POSTING KEYS must be inserted into each poster 	

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