



DIMENSIONS	TRIM	VISIBLE OPENING	SAFETY	
	(W x H)	(W x H)	(W x H)	(W x H)
	70" x 21"	66" x 18"	65" x 17"	

  

INTERMEDIATE FILE SIZE	TRIM	VISIBLE OPENING	SAFETY	BLEED
	(W x H)	(W x H)	(W x H)	(W x H)
	35" x 10.5"	33" x 9"	32.5" x 8.5"	35.5" x 11"

**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	<b>300 DPI, CMYK, 100%</b> 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: <b>144 pt</b> (4" at ACTUAL SIZE) Include printer & screen fonts with artwork. Illustrator: convert fonts to outlines.
Colour	All production in CMYK unless otherwise indicated. Indicate PMS colours on proof.
Density	Maximum 300% 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.

# TRANSIT • SEVENTIES

## 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	Screen printing or digital printing. Creative must bleed to trim edge on all sides.
Substrate	Print directly to <b>60 pt.</b> white opaque styrene or <b>Flexcon BusMark</b> mounted to <b>60 pt.</b> white opaque styrene or <b>Avery Transit Vinyl II</b> mounted to <b>60 pt.</b> white opaque styrene  For <b>Flexcon BusMark</b> , use uncoated for screen-print or solvent-based ink-jet printing and top-coated for electro-static or offset printing.
Coating	Clear coat, varnish or lamination of SEVENTIES is strongly recommended to prevent staining.
Mounting	There will be a \$10 per poster mounting fee charged on all SEVENTIES that are supplied unmounted.
Ink Coverage	Inks must be weatherproof/waterproof with sufficient UV protection, and in compliance with product bulletin specifications of substrate manufacturer. No toxic UV inks will be accepted.
Overage	10% overage is required per month of posting

### SHIPPING

- Posters must be securely strapped to skids. Skid weight not to exceed 2000 lbs.
- 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.
- Deliver to:  
**CBS OUTDOOR TRANSIT DIVISION**  
**19 Bessemer Court, Unit 3**  
**Vaughan, Ontario L4K 3E1.**

**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