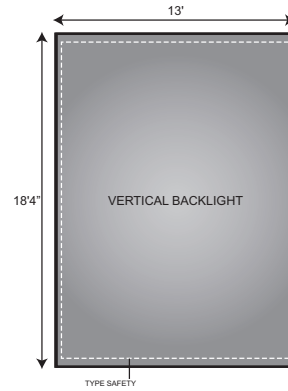


VERTICAL BACKLIGHTS

PRODUCTION SPECIFICATIONS & FINISHING REQUIREMENTS



DIMENSIONS	VISIBLE OPENING (W x H)	SAFETY (W x H)	BLEED (W x H)	HEMMED SIZE (W x H)
	13' x 18'4"	12' x 17'4"	14' x 19'4"	14'10" x 19'10"

INTERMEDIATE FILE SIZE	VISIBLE OPENING (W x H)	SAFETY (W x H)	BLEED (W x H)
	13" x 18.33"	12" x 17.33"	14" x 19.33"

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 8.0; InDesign CS4; Illustrator CS4; Photoshop CS4
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.
Proofs	All files must be accompanied by a hard-copy proof. Provide professional quality colour proof for colour accuracy.

VERTICAL BACKLIGHTS

PRODUCTION SPECIFICATIONS & FINISHING REQUIREMENTS

PAGE 2 OF 2

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	15 oz. reinforced backlit vinyl
Ink Characteristics	Standard digital print outdoor inks – check with the equipment manufacturer. Resistant to UV rays, cracking and chemical reactions to airborne pollutants. Density of inks and print quality must be strong enough to hold image quality when backlit
Finishing	Pockets: 5" open pockets Faces to be in one piece Label each face on the lower back corner (so that it is visible when the face is rolled up), with the Advertiser, Design name, and first posting date clearly marked.
Shipping	<ul style="list-style-type: none"> Folded and boxed or rolled in a tube Advertiser name, design name and first posting date clearly marked on the outside of each box or tube Finished faces must be delivered to each market no later than the Thursday prior to the first post date. Indicate CBS OUTDOOR MEDIA CONTRACT number on package. <p>U.S. Printing Suppliers Please Note: You must have your own customs broker to process payment of any applicable duties or taxes on your shipment. Note that your customer is the importer of the material and not CBS OUTDOOR CANADA. Having the proper export papers in place will ensure a timely delivery of your production material without delays at the border. CBS OUTDOOR will not process or facilitate any brokerage, duty or taxes on your behalf.</p>

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