



WALL BANNER sizes vary by location.

Please contact your CBS OUTDOOR Production Account Manager for WALL BANNER location specifications.

SUPPLYING FILES FOR PRODUCTION

Layout/File Size	Build files to 1/2" = 1' scale, not actual size. Files will be digitally enlarged to final size during the production process. Always provide crop marks & bleed in your file.
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 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 (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.

WALL BANNERS

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	<p>13 oz. reinforced vinyl or 10 oz. reinforced vinyl or 3-5 mm self adhesive vinyl</p> <p>Confirm application and required substrate with CBS OUTDOOR prior to production Vinyl must pass California Fire Marshall Flammability Test (check with your supplier)</p>
Ink Characteristics	<p>Standard digital print outdoor inks – check with the equipment manufacturer. Inks should contain UV Inhibitors to prevent fading over long periods of time.</p>
Vinyl Finishing	<p>Pockets: 4 1/2" fold with 3/4" weld</p> <p>The strength of seams and pockets on vinyl faces is integral for the proper and safe posting onto a structure. Faces to be in one piece, with horizontal seams. No hang lines</p>
Self-Adhesive	<p>Ship in vertical strips Strips not to exceed 14' in depth and 5' in width and must have an overlap of 1 1/2" - 2 1/2" (left over right) between strips</p>
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 • 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