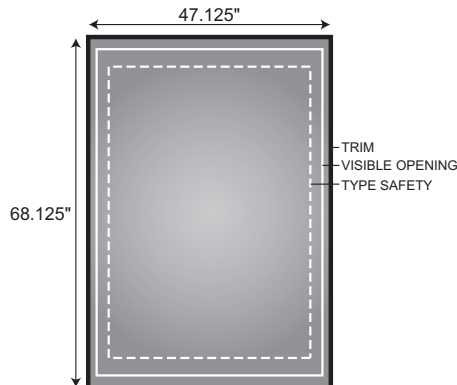
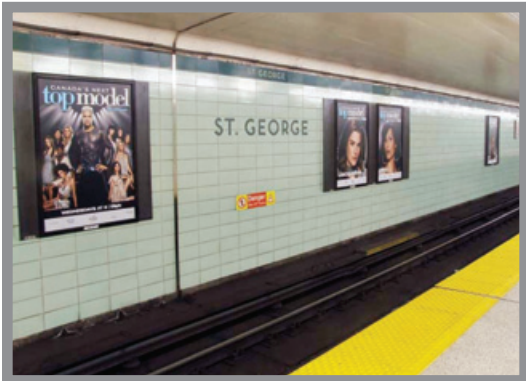


# TRANSIT • STATION POSTERS

## PRODUCTION SPECIFICATIONS & FINISHING REQUIREMENTS



DIMENSIONS	TRIM (W x H)	VISIBLE OPENING (W x H)	SAFETY (W x H)
	47.125" x 68.125"	45" x 66.25"	42.5" x 64.6875"

INTERMEDIATE FILE SIZE	TRIM (W x H)	VISIBLE OPENING (W x H)	SAFETY (W x H)	BLEED (W x H)
	17.136" x 24.77"	16.36" x 24.09"	15.45" x 23.52"	17.636" x 25.27"

### 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>350 DPI, CMYK</b> , 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: <b>104 pt</b> (4" 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.

SUBWAY STATION POSTERS are identical in size to STANDARD TRANSIT SHELTERS, are printed one-side only and mounted to coroplast before posting. These 2 products can be produced simultaneously if they share the same creative. Additional charges apply for mounting.

# TRANSIT • STATION 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, screen printing and digital printing.
Substrate	<p><b>Lithography</b></p> <ul style="list-style-type: none"> <li>• print on 8 pt. outdoor-strength paper, dry or wet mount to 4mm (1/8") Coroplast</li> </ul> <p><b>Screen print</b></p> <ul style="list-style-type: none"> <li>• direct print on 4mm (1/8") Coroplast (with ANTI-STATIC PROTECTION)</li> </ul> <p><b>Digital print</b></p> <ul style="list-style-type: none"> <li>• direct print on 4mm (1/8") Coroplast (with ANTI-STATIC PROTECTION) or</li> <li>• print on pressure sensitive vinyl or 70-80 lb, wet-strength paper, and mount to 4mm (1/8") Coroplast</li> </ul>
Mounting	Printed material that is not mounted to Coroplast will not be accepted. CBS OUTDOOR is not responsible for mounting SUBWAY STATION POSTERS
Anti-Static	<p><i>Polystyrene &amp; Coroplast products without ANTI-STATIC protection will not be posted.</i></p> <p>Polystyrene products pick up a static charge and attract dust &amp; dirt particles after installation. In order to maintain cleanliness and quality of the showing, have all poly-based material treated with an anti-static protectant on both sides of material before shipment.</p> <ul style="list-style-type: none"> <li>• Recommended ANTI-STATIC product: Armstrong ProSeries Regal AS (Item #42608) Toll Free:1-866-627-6588</li> <li>• Recommended applicator: Axis Global Canada, Tel: (416) 836-9488</li> </ul>
Ink Characteristics	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	20% overage is required depending on poster re-use, creative design, or the length of the campaign

### SHIPPING

- Posters must be shipped flat
- 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