



ARTWORK SPECS

PLATFORM SHELTERS: CENTERSTYLE- END*

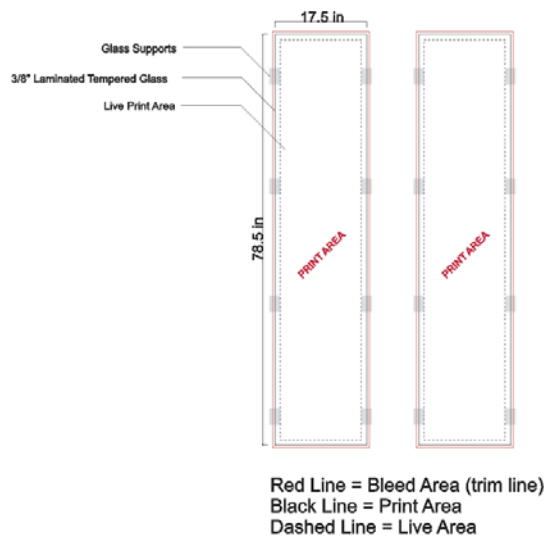
***This style of shelter is only located at Santa Rosa Downtown and Santa Rosa North SMART stations.**

Overall Size: **35" wide x 78 ½" high (divided into two equal size panels)**
Final Print Size: 17 ½" wide x 78 ½" high (per panel, two panels total)
Bleed: 18 1/2" wide x 79 1/2" high
Live Area: 15 1/2" wide x 76 1/2" high

ARTWORK DEADLINE: 10 business days prior to posting

UPLOAD INSTRUCTIONS: Please send to Debbie at debbie@topdogmediaoutdoor.com using a program such as dropbox, etc. for files larger than 5MB files.

- Layout your files at the full output size (100% to scale), do not reduce the output size.
- Provide 1/2" bleed on all sides and keep any critical aspects of your design at least 1" away from the edges of the substrate.
- Include any borders in the layout.
- Export as .PDF with all raster elements at 300 dpi minimum.



Acceptable raster image file formats if Raster only format:

- Photoshop PSD (CS5 or earlier only)
- JPEG – Some quality loss may occur

Convert any non-photographic black (usually text and logos) to a rich black. The percentages are C:60, M:60, Y:60 and K:100.

PDF FILES

We love PDF files and they are the preferred print file type. So if you plan on using them, please make sure all raster elements are saved at 150 dpi or higher. A 100% vector file is preferable and will print at the best resolution.

FILE PREPARATION

All high resolution or rastered images must be 150 dpi or higher when printed at 100%. If you find it necessary to increase the scale of the image to achieve the desired cropping; the resolution will be reduced as you increase the scale at which the image is placed. It will be necessary to increase the size of your scan to compensate for the loss of resolution. The result should be at least 150 dpi at the final size. If the file you are using is not natively at least 150 dpi at final size, there will be a loss of sharpness, and in extreme cases pixelization may occur. We must have all fonts and supporting graphics sent to us.

FONTS

When using Adobe Illustrator or Adobe InDesign please convert fonts to outlines and export as PDF.

IMAGE FILE FORMATS AND MODES

Files must be CMYK. If your file is RGB or duotone, convert it to CMYK.

Contact Debbie at 415.725.4350 with questions.

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