



2' MAXIMUM EXTENSION HEIGHT (Cannot exceed 25 sq. ft. TOTAL)

**VISIBLE OPENING 32' x 5'**

- TYPE SAFETY
- VISIBLE OPENING
- BLEED

DIMENSIONS	VISIBLE OPENING (WxH)	TYPE SAFETY (WxH)	BLEED (WxH)
Overpass Panels	32' x 5'	31'6" x 4'6"	32'2" x 5'2"
INTERMEDIATE SIZE	VISIBLE OPENING (WxH)	TYPE SAFETY (WxH)	BLEED (WxH)
Overpass Panels	16" x 2.5"	15.75" x 2.25"	16.08333" x 2.58333"

**SUPPLYING FILES FOR PRODUCTION**

- Layout**                      Supply artwork at INTERMEDIATE FILE SIZE. Files will be enlarged at time of production. Always provide bleed & crop marks in your artwork file.
- Software**                     Adobe Creative Suite 5 (any previous version of Adobe CS will work).
- Images**                        400-1200 DPI at INTERMEDIATE FILE SIZE. Covert RGB files to CMYK. Include all support files.
- Fonts and Type**             Please include the fonts with your file, or convert all fonts to outlines/paths.
- Colour**                         All production is done in CMYK. Indicate pantone colours.
- Proofs**                        All working files should be accompanied by a PDF or JPG proof (DO NOT SEND PROOFS AS FINAL ARTWORK).
- Transfer Media**              CD, DVD, or FTP. Files smaller than 15MB can be e-mailed to production@farwestoutdoor.com. Please contact your **FARWEST OUTDOOR** sales representative for FTP specifications.
- Extensions**                 Extensions are suitable for some locations. Extensions can be no more than 2 feet over the top. No extensions on the sides and bottom. Extensions cannot exceed 25 sq. ft. Since there are additional costs when a creative involves an extension, please inform your **FARWEST OUTDOOR** sales representative.

*An effective overpass ad should have around 8 words and a single focused concept. Type and graphics should be bold, clear and contrast well against the background.*