



VISIBLE OPENING 20' x 10'

VISIBLE OPENING

TYPE SAFETY

BLEED

DIMENSIONS	VISIBLE OPENING (WxH)	TYPE SAFETY (WxH)	BLEED (WxH)	FINISHED SIZE (WxH)
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Posterboard	20' x 10'	19'6" x 9'6"	20'6" x 10'6"	21' x 11'
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INTERMEDIATE SIZE	VISIBLE OPENING (WxH)	TYPE SAFETY (WxH)	BLEED (WxH)	FINISHED SIZE (WxH)
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Posterboard	20" x 10"	19.5" x 9.5"	20.5" x 10.5"	21" x 11"
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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 300-1200 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. Since there are additional costs when a creative involves an extension, please inform your **FARWEST OUTDOOR** sales representative.

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