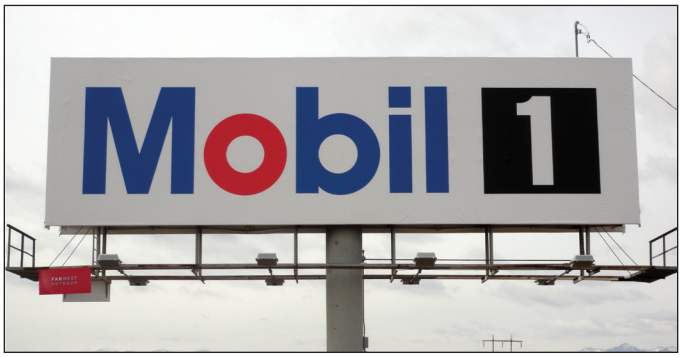
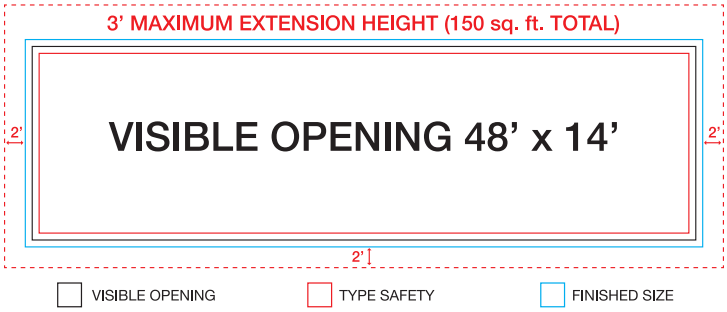
FARWEST OUTDOOR

SUPERBOARDS
CALGARY / BANFF





DIMENSIONS	VISIBLE OPENING (WxH)	TYPE SAFETY (WxH)	BLEED (WxH)	FINISHED SIZE (WxH)
Series-14	48' x 14'	47' x 13'	48'8" x 14'8"	49' x 15'

INTERMEDIATE SIZE	VISIBLE OPENING (WxH)	TYPE SAFETY (WxH)	BLEED (WxH)	FINISHED SIZE (WxH)
Series-14	24" x 7"	23.5" x 6.5"	24.33" x 7.33"	24.5" x 7.5"

SUPPLYING FILES FOR PRODUCTION

Layout — Suppy 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 **FAR**WEST OUTDOOR sales representative for FTP specifications.

Extensions — Extensions are suitable for some locations. They can be no more than 3 feet over the top, or 2 feet on the sides or bottom. Extensions cannot exceed 150 sq. ft. Since there are additional costs when a creative involves an extension, please inform your **FAR**WEST OUTDOOR sales representative.

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

7059 Farrell Rd. S.E. Calgary, Alberta T2H 0T3 | p. 403.252.3367 | f. 403.258.3026
www.farwestoutdoor.com | production@farwestoutdoor.com