



VISIBLE OPENING 69" x 14"

VISIBLE OPENING TYPE SAFETY BLEED

DIMENSIONS	VISIBLE OPENING (WxH)	TYPE SAFETY (WxH)	BLEED (WxH)
Downtown Bus Benches	69" x 14"	68" x 13"	71" x 16"
INTERMEDIATE SIZE	VISIBLE OPENING (WxH)	TYPE SAFETY (WxH)	BLEED (WxH)
Downtown Bus Bench	6.9" x 1.4"	6.8" x 1.3"	7.1" x 1.6"

SUPPLYING FILES FOR PRODUCTION

- Layout** Artwork can be submitted at FULL SIZE or INTERMEDIATE FILE SIZE. Intermediate sized 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** 50-150 DPI at full 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.

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