



69" x 14"
IMAGE AREA

DIMENSIONS	VISIBLE OPENING (WXH)	TYPE SAFETY (WXH)	BLEED (WXH)
Downtown Busbench	69" x 14"	68" x 13"	71" x 16"

INTERMEDIATE FILE SIZE	VISIBLE OPENING (WXH)	TYPE SAFETY (WXH)	BLEED (WXH)
Downtown Busbench	6.8" x 1.4"	6.6" x 1.4"	71" x 16"

SUPPLYING FILES FOR PRODUCTION

- Layout** Supply artwork at INTERMEDIATE FILE SIZE, not actual size. Files will be enlarged at time of production. Always provide crop marks & bleed in your file.
- Software** Illustrator CS, Photoshop CS
- Images** 60 DPI, CMYK, 100% at FULL FILE SIZE. Convert RGB files CMYK. Accepted image types: TIFF, EPS (JEPGS NOT ACCEPTED) Blacks should be set at 40% C or M. Include all support files.
- Fonts & Type** Convert all fonts to outlines/paths.
- Colour** All production in CMYK. Indicate pantone colours on proof.
- Proofs** All working files must be accompanied by a proof. DO NOT SEND PDF FILES AS FINAL ARTWORK.
- Transfer Media** CD, DVD, FTP. Files smaller than **15MB** can be e-mailed to artwork@farwestoutdoor.com Please contact your FARWEST OUTDOOR representative for FTP specifications.
- Extensions** Are not available.
- Templates** Available for use in Adobe Illustrator CS. Upon request.

The Effectiveness of transit bench ads is critical to the creative concept and how it is executed. It is an OUTDOOR MEDIUM, and around eight(8) words in total are recommended for your ad, with a single focused concept. Type and graphics should be bold, clear and contrast well against the background.