



Panel size is outer line showing actual v/o inside the frame when installed

DIMENSIONS	VISIBLE OPENING (WXH)	TYPE SAFETY (WXH)	BLEED (WXH)	TOTAL OPENING (WXH)
Mobile Bus Ad	66" x 18"	65" x 17"	67" x 19"	70" x 21"

INTERMEDIATE FILE SIZE	VISIBLE OPENING (WXH)	TYPE SAFETY (WXH)	BLEED (WXH)
Mobile Bus Ad	7" x 2.1"	6.6" x 1.8"	7.2" x 2.3"

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.

The quality of the production supplied to FARWEST OUTDOOR is the responsibility of the Advertiser. Should the production supplied not meet the minimum standards outlined or not remain posted when using standard procedures, the Advertiser/Agency is responsible for: additional posting costs incurred to maintain the face and all contracted space should FARWEST OUTDOOR be unable to post the product.

The effectiveness of Mobile Bus 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.