



| 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 FILE SIZE | VISIBLE OPENING (WXH) | TYPE SAFETY (WXH) | BLEED (WXH) |
|------------------------|-----------------------|-------------------|----------------|
| Series- 14 | 24" x 7" | 23.5" x 6.5" | 24.33" x 7.33" |

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** 400-600 DPI, CMYK, 100% at INTERMEDIATE FILE SIZE. Convert RGB files CMYK. Accepted image types: TIFF, EPS (JEPGS NOT ACCEPTED) Do not exceed file size of 400mb. Include all support files.
- Fonts & Type** Convert all fonts to outlines/paths.
- Colour** All production in CMYK. Indicate pantone colours on proof if color matching is important.
- Proofs** All working files should be accompanied by a proof. DO NOT SEND PDF FILES AS FINAL ARTWORK. Provide professional quality color proof for colour accuracy.
- 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 suitable for some locations. They can be no more than 3 feet over the top, or 2 feet on sides and bottom. Extensions can not exceed 150 sq. ft.

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 Superboard 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.