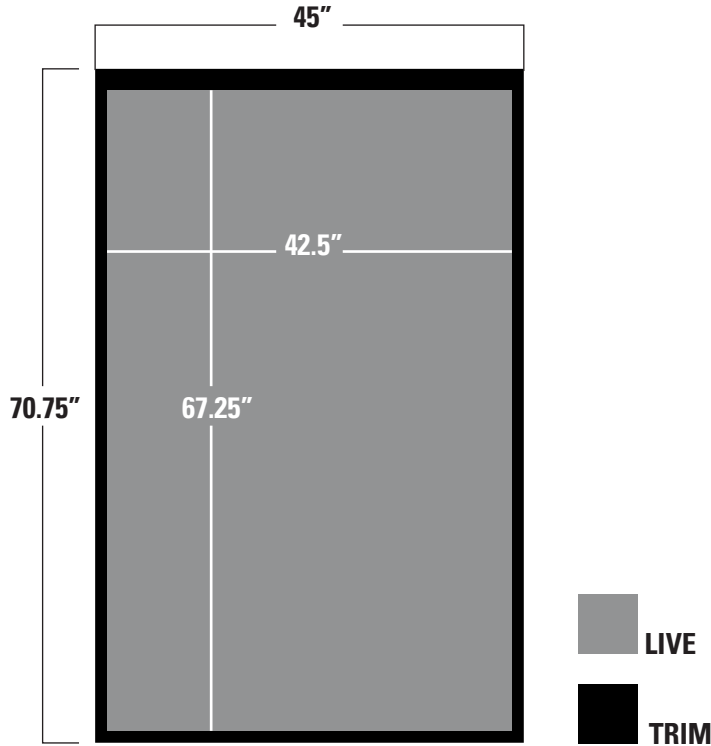


# VANCOUVER, BC | PLATFORM POSTERS: STANDARD

## DESIGN AND PRODUCTION SPECIFICATIONS



### → DESIGN SPECIFICATIONS (cont)

- **E-mail:** [artbox@lamar.com](mailto:artbox@lamar.com) (files less than 10 MB)
- **Art Uploader:** (max file size 600mb)  
[http://www.lamargraphics.com/Transit\\_uploader/Transit\\_Request.aspx](http://www.lamargraphics.com/Transit_uploader/Transit_Request.aspx)
- **FTP:** [ftp2.lamargraphics.com](ftp://ftp2.lamargraphics.com) (unlimited)  
[user: artbox password: obieart]

### → QUESTIONS / CONCERNS

Contact Gregory Smith,  
Prepress Manager for Lamar Graphics,  
phone: 1-800-952-3113  
email: [gtsmith@lamar.com](mailto:gtsmith@lamar.com)

### → PRODUCTION SPECIFICATIONS

#### MATERIALS / SUBSTRATES

Displays must be provided on .030 White Opaque Polystyrene

#### SHIPPING REQUIREMENTS

Displays must be wrapped in packages containing a maximum of 50 posters each. Attach a photocopy of the design to the outside of each box. It is the shippers responsibility to ensure the displays are adequately protected.

#### OVERAGE

On quantities of ten or more displays a 10% overage may be required. Contact your representative.

#### DELIVERY

The market must receive copy 10 working days prior to posting date.

### → PHYSICAL ADDRESSES

#### FILES TO BE PRINTED THROUGH LAMAR GRAPHICS:

Lamar Graphics  
1986 Beaumont Drive  
Baton Rouge, LA 70806  
attn: TRANSIT CSR (225) 923-3113

#### COMPLETED PRODUCTION DIRECT TO PLANT:

Lamar Transit - Vancouver, BC  
attn: Jay Sharpe  
3280 Production Way  
Vancouver, BC V5A 4R4  
(604) 444-4900

### → DESIGN SPECIFICATIONS

#### COMPATIBLE SOFTWARE

Native file formats for Adobe Photoshop, Illustrator, and InDesign. If Illustrator or InDesign files have links, the files must be embedded or provided. All fonts must be converted to outlines.

#### SCALE / RESOLUTION / LIVE, TRIM & BLEED AREAS

Build at full scale at 75ppi, or 1/16th scale at 1200ppi. Trim size: 70.75" x 45". Live area: 67.25" X 42.5". Frame covers 2.25" on top, 1.25' on left, right and bottom. Do not add bleed.

#### COLOR MATCHING

If precise color matching is critical please provide a quality matchprint and/or Pantone callouts for solid colored areas.

#### ART SUBMISSION & GUIDELINES

Contact your Lamar Representative (Account Executive) to receive a 6-digit Lamar Graphics ID# prior to art submission. These numbers correspond to specific orders and will ensure your files are associated to the appropriate job. Failing to reference the ID# could cause unnecessary processing delays.

Files should be submitted electronically whenever possible. Please mark all shipped materials "attn: Transit CSR" and reference the ID#. Discs containing client artwork WILL NOT BE RETURNED.