



Location Gardiner Expressway
SS E/O Bathurst F/W

Installation \$2000

Dimensions (W x H)	Visible Opening	Safety	Bleed	Overall Size
Printed Size	56' x 28'	55' x 27'	57' x 29'	58' x 30'
File Size	28" x 14"	27.5" x 13.5"	28.5" x 14.5"	-
				(includes pockets)

Supplying Files For Production

Layout	Supply artwork at File Size, not Printed Size. Files will be digitally enlarged to final size during the production process. Always provide crop marks & bleed in your file.
Software	InDesign CS5; Illustrator CS5; Photoshop CS5
Transfer Media	FTP, CD, DVD. Disks will be returned by request only.
FTP	Files can be uploaded at http://www.cbsoutdoor.ca/ftp/production Your files must be compressed using compression software in order to avoid corruption of elements. Please provide a low-res JPEG or PDF of your creative to your CBS Outdoor Account Representative.
Images	300 DPI, CMYK , 100% at File Size. Convert RGB files to CMYK. Accepted image types: TIFF, EPS, Scitex CT. JPEGs not accepted. Do not exceed a file size of 400mb or fall below 40 mb.
Type & Fonts	Minimum recommended type size for critical copy: 72 pt (24" at Printed Size) Include printer & screen fonts with artwork or convert fonts to outlines.
Colour	All production in CMYK. Indicate PMS colours on proof.
Proofs	All files must be accompanied by a hard-copy proof. Provide professional quality colour proof for colour accuracy.

CBS Outdoor Production Group

CBS OUTDOOR owns and operates a full-service in-house production facility in Toronto, and can provide production for every one of our products. Our dedicated staff of outdoor and production experts are committed to producing your outdoor right, on budget, and on time. Please contact us for a production estimate for your next project!

Printing & Finishing Requirements

Production	Digital Printing
Substrate	7 oz. reinforced front-lit vinyl Vinyl must pass California Fire Marshall Flammability Test (check with your supplier)
Ink Characteristics	Standard digital print outdoor inks – check with the equipment manufacturer. Inks should contain UV Inhibitors to prevent fading over long periods of time.
Finishing	4.5" open pockets all around The strength of seams and pockets on vinyl faces is integral for the proper and safe posting onto a structure. Faces to be in one piece, with horizontal seams. No hang lines.
Shipping	Folded and boxed or rolled in a tube Advertiser name, design name and first posting date clearly marked on the outside of each box or tube Indicate CBS OUTDOOR Media Contract number on package. <i>U.S. Printing Suppliers please note:</i> You must have your own customs broker to process payment of any applicable duties or taxes on your shipment. Note that your customer is the importer of the material and not CBS Outdoor Canada. Having the proper export papers in place will ensure a timely delivery of your production material without delays at the border. CBS Outdoor will not process or facilitate any brokerage, duty or taxes on your behalf.

The quality of production supplied to CBS OUTDOOR is the responsibility of the advertiser.

CBS OUTDOOR proactively maintains the faces on our structures. Should the production supplied not meet the minimum standards outlined or not remain posted using standard procedures, the advertiser/agency is responsible for:

- additional posting costs incurred to maintain the face.
- all contracted space should CBS OUTDOOR be unable to post the product.