

# STREET COLUMN

## Technical Specifications

**Artwork: height (in) x width (in)**

### 1:3 Scale

Bleed	18.92" x 12.67"
Trim	18.58" x 12.33"
Visible Opening	17.48" x 12.00"
Safety	16.81" x 11.33"

### Formatting and preparing artwork file

#### Images

All images should be **minimum 300dpi** and no larger than 400mb at 100% artwork size.

#### Files

Build all files in CMYK for 4 colour process printing. Pantone or spot colours should be converted to CMYK equivalents. Indicate PMS colours in file or on proofs for matching. Gradients of less than 5% will not reproduce at final printed size. For deeper blacks, please use the following percentages: 60%C; 60%M; 60%Y; 100%K. Please supply a low resolution pdf for our client file.

#### Layout applications

Mac: QuarkXpress – InDesign – Illustrator – Page Maker – Photoshop.

For Photoshop files: save in separate layers (working files).

Rasterize (render) text layers – otherwise include all fonts with file.

For Illustrator files, convert fonts to paths.

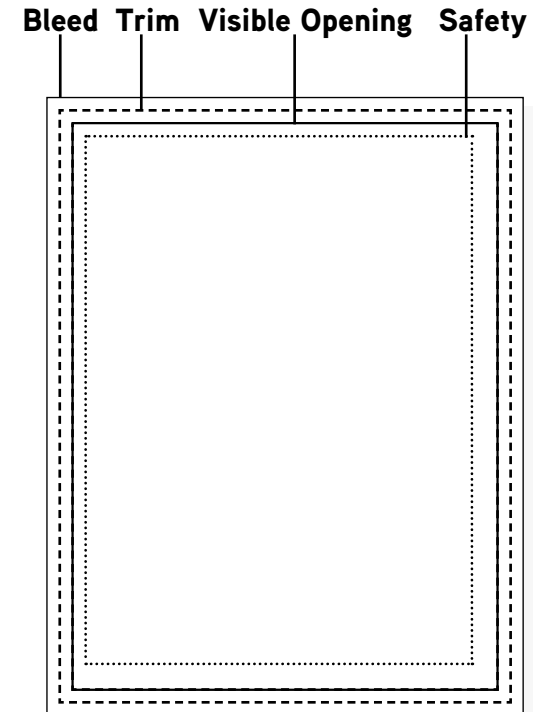
#### Fonts and characters

Copy must not go beyond the safety area. Use bold and contrasting type for visibility from a distance.

Distance testing templates are available at:

[www.astraloutofhome.com/en/services/production/](http://www.astraloutofhome.com/en/services/production/)

Montreal & Toronto Markets – Backlit



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## Technical Specifications

**Printed Format: height (in) x width (in)**

Bleed	56.75" x 38"
Trim	55.75" x 37"
Visible Opening	52.44" x 36"
Safety	50.44" x 34"

### Printing & Material

#### For Digital, Screenprinting or Lithography

**Montreal Market:** Astral recommends printing on 17.7ml styrene.

**Toronto Market:** Astral recommends polyester film or synthetic paper for digital print or silkscreening.

When silkscreening, it may be necessary to bump up the black on the back of the poster to increase colour density. Lithography may require printing on both sides.

**Inks must be UV resistant.**

#### Shipping

Each package shipped must be correctly identified: c/o Astral Out-of-Home, advertisers name, quantity of posters in each package, a copy of the visual contained in each package. For small quantities, ship the posters rolled one inside the other in a tube containing no more than 25 posters. For larger quantities, skids are required.

**Please contact the Astral Out-of-Home Production Department to confirm quantities, including overage and shipping instructions.**

Ask us for a quote to print your posters. Astral offers print services at very competitive rates.

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Toronto Street Column



Montreal Street Column

**Production Department**

Toronto: 416-924-6664

Montreal: 514-529-6664