

# TRANSIT SHELTER – 68¼” x 47¼”

## Technical Specifications

Artwork: height (in) x width (in)

### 1:4 Scale

Bleed	17.19” x 11.94”
Trim	17.06” x 11.81”
Visible Opening	16.56” x 11.25”
Safety	16.17” x 10.63”

Toronto Market – Backlit

### 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.

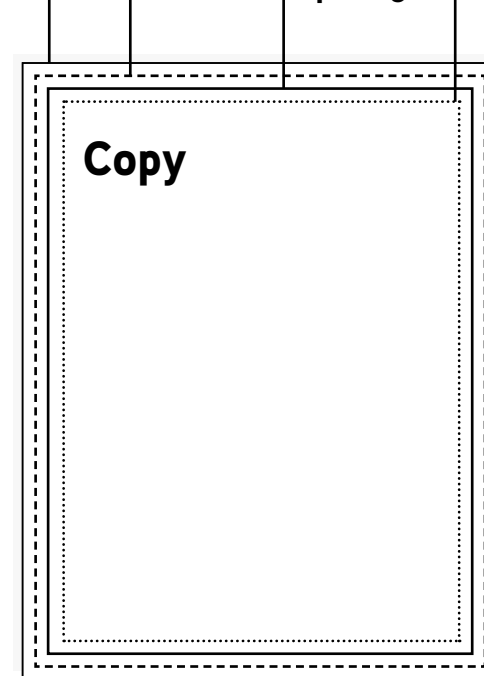
#### Fonts and characters

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/)

Bleed Trim Visible Opening Safety



# TRANSIT SHELTER – 68¼” x 47¼”

## Technical Specifications

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

Bleed	68¾” x 47¾”
Trim	68¼” x 47¼”
Visible Opening	66¼” x 45”
Safety	64 <sup>11</sup> / <sub>16</sub> ” x 42½”

For Digital, Screenprinting and Lithography 7pt Bristol Paper (this paper might warp in humid conditions but it will flatten out when dry). When silkscreening, it might be necessary to bump up the black on the back of the poster to increase colour density. Lithography requires printing on both sides. Inks must be UV resistant. Polyester film or synthetic paper is recommended for long term postings.

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. Please roll with printed side out, for easy identification of the creative. 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.



**Production Department**

Toronto: 416-924-6664

Montreal: 514-529-6664