

# HORIZONTAL AIRPORT COLUMN 40' x 50'

## Technical Specifications

Artwork: height (in) x width (in)

### 1:3 Scale

|                 |                 |
|-----------------|-----------------|
| Bleed           | 14.33" x 17.67" |
| Trim            | 13.92" x 17.25" |
| Visible Opening | 13.33" x 16.67" |
| Safety          | 12.67" x 16.00" |

### 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.

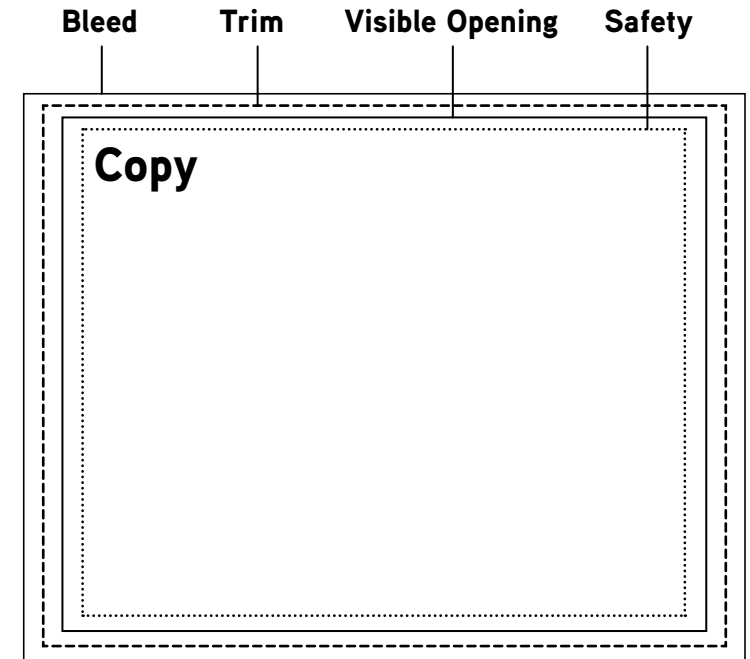
#### Layout applications

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.

Montréal/Trudeau Airport – Backlit



### IMPORTANT – Airport approval:

All creative must be approved by the Montréal Airport Authority. Quebec language laws must be adhered to. Please send us creative 4 weeks prior to posting date for approval.

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## Technical Specifications

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

|                 |      |   |      |
|-----------------|------|---|------|
| Bleed           | 43"  | x | 53"  |
| Trim            | 41¾" | x | 51¾" |
| Visible Opening | 40'  | x | 50'  |
| Safety          | 38"  | x | 48"  |

## Printing & Material

### Digital Output

High resolution print on polyester film with UV resistant inks.

### Shipping

Each package shipped must be correctly identified: c/o Astral Out-of-Home, advertiser's name, quantity of posters in each package, a copy of the visuals contained in each package.

Ship the posters rolled one inside the other in a tube containing no more than 25 posters.

**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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### Production Department

Toronto: 416-924-6664  
Montreal: 514-529-6664