

PLEASE NOTE: The LIVE AREA is 1 inch within the largest measurement. To ensure proper display, please keep all essential information on the inside of the 1 inch border.

BUS ADS

Super King:

192" x 30" live is 190" x 28"

King: 144" x 30" live is 142" x 28"

Tails:

- 72" x 21" live is 70" x 19"
- 50" x 18" live is 48" x 16"
- 43" x 21" live is 41" x 19"

King Kong: please inquire

STREETCAR ADS

Canal, Loyola Ave,

Riverfront Streetcar King:

144" x 30" live is 142" x 28"

Canal, Loyola Ave,

Riverfront Streetcar Hip:

72" x 21" live is 70" x 19"

Streetcar Interior:

42" x 11" live is 40" x 9"

St. Charles Ave. Streetcar King:

144" x 22" live is 142" x 20"

SHELTER, KIOSK & BENCH ADS

Loyola Ave. Streetcar Shelter:

38.5" x 70.25" live is 36.5" x 68.25"

Riverfront Streetcar Kiosk:

48" x 70" live is 46" x 68"

Bus Shelter:

47" x 68" live is 45" x 66"

Bus Bench:

84" x 27" live is 82" x 24"

Please prepare all files at full size.

Preferred Resolution: minimum 75 DPI (150 DPI max)

Accepted file formats in order of preference: PDF, TIF, EPS, JPEG

All artwork under 10 megabytes can be emailed to art@laureloutdoor.com

For files larger than 10 megabytes, please upload to the Laurel FTP site.

[ftp.laureloutdoor.com](ftp://ftp.laureloutdoor.com)

username: upload@laureloutdoor.com

password: Upload@11

Pre-Printed Material Requirement:

Shelter/Kiosk: Opalene, .02 Styrene,
Paper laminated for short runs. 5%Overage

Transit: 3M transit material with lamination

Streetcars & Benches: 3M transit material w

lamination *applied to coroplast *preferred method

Interior Cards: styrene only – no cardstock.

Shipping Address:

3613 Hessmer Avenue
Suite 200

Metairie, LA 70002