

PLEASE NOTE: TRIM SIZE IS THE ACTUAL SIZE LISTED. DO NOT ADD BLEED.

**BUS ADS (DIRECT APP)**

**Super King:** 192" W x 30" H

**King:** 144" W x 30" H

91" W x 30" H

**Tails:**

- 72" W x 21" H
- 50" W x 18" H
- 43" W x 21" H

**Large Format Ads:** please inquire

**Bus Interior:**

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

28" W x 11" H live is 27" x 10"

**STREETCAR ADS**

**Canal, Loyola Ave, Rampart,**

**Riverfront King:**

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

**Hip:**

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

**Interiors:**

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

28" W x 11" H live is 26" x 9"

**St. Charles Ave. King:**

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

**SHELTER, KIOSK & BENCH ADS**

**Loyola Ave. Streetcar Shelter:**

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

**Riverfront Streetcar Kiosk:**

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

**Bus Shelter:**

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

**Bus Bench:**

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

**DESIGN SPECS**

**FORMAT**

• High Res art should be saved without any compression or downsampling in one of these formats:

PSD, TIF, JPG, or PDF.

Any other file type may result in delays in processing.

- Max file size is 600 MB.
- Only submit layered art if modifications are anticipated. Otherwise a flattened file is preferred.

**COLOR**

CMYK — U.S. Web Coated (SWOP) v2

Rich Black — Do not use 100% K, it will appear washed out. (Photoshop's default black — C-75 / M-68 / Y-67 / K-90)

**RESOLUTION**

Build at full scale at 75 dpi - 150dpi (dots per inch) or 1/16<sup>th</sup> scale at 1200 dpi

**Trim size:** size listed

**Live area:** same as trim size for direct app transit or 2" less for streetcars and interior ads with frames

**FILE SUBMISSION**

- Email shareable link of "print ready" files to your Account Rep. \*Preferred method
  - Email files to be modified to art@laureloutdoor.com (less than 10 MB)
  - **FTP:** ftp.laureloutdoor.com (with FTP app. 600 MB max)
- user:** upload@laureloutdoor.com **password:** Upload@11

**PRODUCTION SPECS**

**MATERIALS / SUBSTRATES**

**Buses:** 3M IJ36-20 material with hard laminate in ONE single piece.

**Shelters/Kiosk:** a). .020 styrene b). Backlit paper encapsulated with 2 mil laminate

**Interior Cards:** .020 styrene

**Streetcars/benches:** 3M IJ36-20 with hard laminate adhered to 1/4" Choroplast. *A mounting charge will apply if art is sent unmounted.*

**SHIPPING REQUIREMENTS**

Displays must be rolled "image out" and shipped in boxes that weigh no more than 100 lbs. Attach a photocopy of the design to the outside of each box.

**OVERAGE**

On quantities of ten or more displays a 10% overage may be required. Contact your representative.

**DELIVERY**

The market must receive materials 10 working days prior to posting date or creative files 15 working days prior to posting.

**Ship to:**

Laurel Outdoor  
3613 Hessmer Ave. Ste.200  
Metairie, La 70002  
504-889-8456