

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 26" x 9"

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 1/16th scale at 1200 dpi

Trim size: size listed

Live area: 2" less for streetcars, interior ads, benches, & shelter ads w/ frames. For exterior bus ads (direct application) transit, trim size is the same as live area.

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