

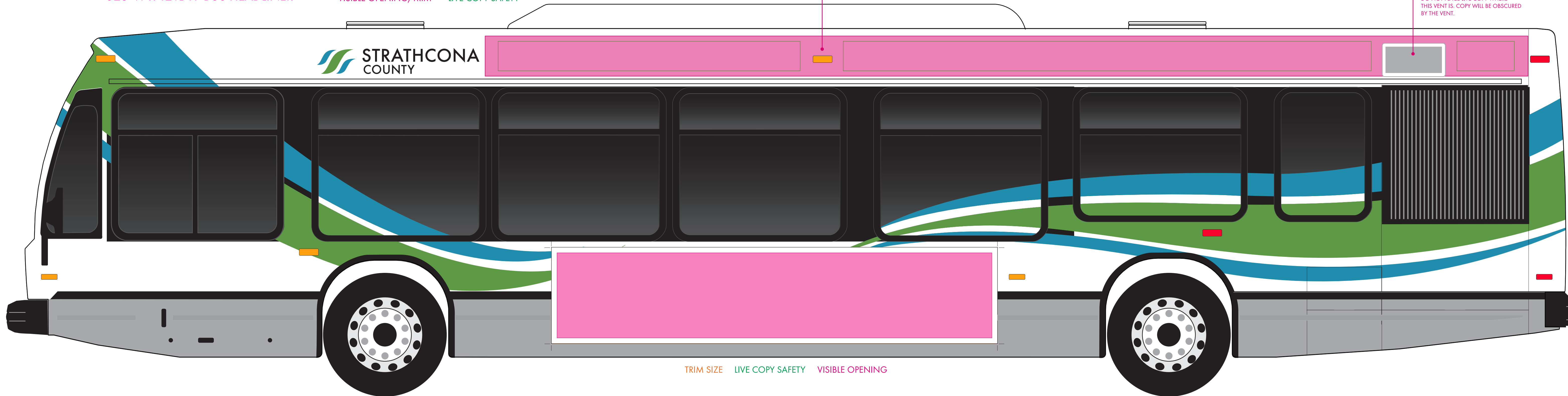
325"W x 12½"H BUS HEADLINER

VISIBLE OPENING/TRIM

LIVE COPY SAFETY

DO NOT PLACE LIVE COPY WHERE THIS LIGHT IS. COPY WILL BE OBSCURED BY THE LIGHT

DO NOT PLACE LIVE COPY WHERE THIS VENT IS. COPY WILL BE OBSCURED BY THE VENT.



TRIM SIZE LIVE COPY SAFETY VISIBLE OPENING



**PATTISON OUTDOOR ADVERTISING**

**Nova LFS : DRIVER SIDE :: All Units**

**325"W x 12.5"H Headliner**

**139"W x 30"H Framed King Poster with Extensions**

Strathcona County Transit : Sherwood Park, Alberta

1:15 scale

E009549 AU18

Generic Spec

2.03c

2.00b

**Template guidelines, bus outline and bus details are for position only. They can be turned off in the layers palette.** These elements must be turned off or deleted prior to final production. Supply a proof with the bus elements showing as a position guide.

Perforated window vinyl will be used where advertising graphics extend into the windows. Window frames may distort small text and graphics. Take care when placing elements in these areas.

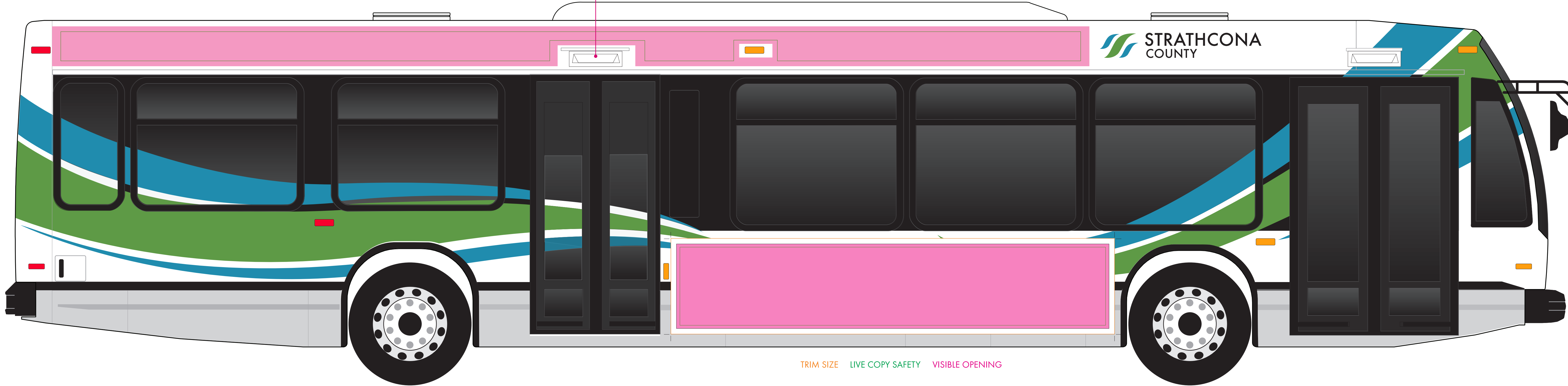
Place raster images at a resolution of 1200 ppi when scaled to this template that is at 1:15 final production size. Place raster images as CMYK .tif or .eps format. Supply fonts in Mac Postscript Type 1, TrueType or OpenType format or convert all text to outlines. Spot colours should have Pantone references. If a colour match is critical, supply a colour correct hard copy proof for reference.

325"W x 12½"H BUS HEADLINER

VISIBLE OPENING/TRIM

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TRIM SIZE LIVE COPY SAFETY VISIBLE OPENING



**PATTISON OUTDOOR ADVERTISING**

**Nova LFS : CURB SIDE :: All Units**

**325"W x 12.5"H Headliner**

**139"W x 30"H Framed King Poster with Extensions**

Strathcona County Transit : Sherwood Park, Alberta

1:15 scale

Generic Spec

E009548 AU18

2.03c

2.00b

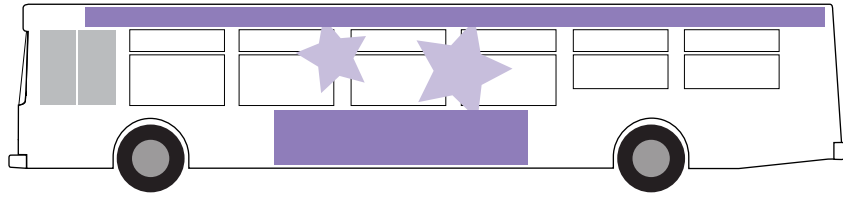
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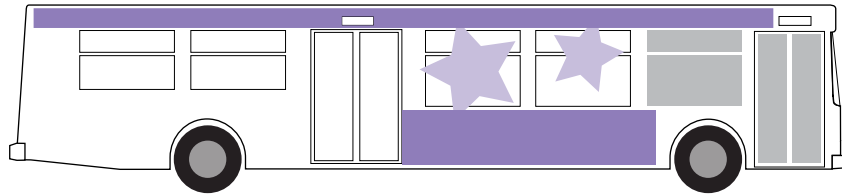
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**PATTISON****KING / HEADLINER :: EXTENSIONS****2.00B**

DRIVER SIDE



CURB SIDE



**NOTE:** Extension size and position is subject to municipal transit authority restrictions, and restrictions vary from authority to authority. Contact your PATTISON representative to determine if there are restrictions that will apply to your campaign.

**DISPLAY SPECIFICATIONS**

**Creative must be designed carefully using the available templates for each specific model of vehicle(s) that your campaign will be installed on.**

Allowances must be made for lights and reflectors. These details and possible vinyl restrictions may vary by bus model and from market to market. Contact your PATTISON Account Executive for templates and information pertaining to your campaign.

**ART SPECIFICATIONS**

Supply art at 1:15 scale at 1200 ppi in one of these formats for MacOS: Adobe Illustrator, Adobe Photoshop or Adobe InDesign. Place raster images in CMYK .tif or .eps format. Supply fonts in Mac Postscript Type1, TrueType or Open Type format or convert all text to outlines. Provide an accurate proof that matches your desired colour rendering or Pantone colour references if colour match is critical.

**PRODUCTION**

Window graphics for Extensions must be printed on 3M™ 8171 perforated graphic film. King and headliner vinyl material must be 3M™ 3500c Controltac™ with laminate. Cut headliner into four (4) sections. DO NOT cut through copy as headliners are installed with a small overlap. Use of alternate vinyl material MUST be approved by your PATTISON production representative prior to production. Failure to use the appropriate material may result in surcharges or rejection by PATTISON or transit authorities.

**PRODUCTION DELIVERY**

Clearly mark printed material with advertiser and design name. Creative must be delivered ready for installation to the appropriate PATTISON market(s) at least one week prior to the contracted posting date. Late copy may result in incomplete delivery of the contracted showing. Contact your PATTISON representative for shipping instructions.

**ART DELIVERY**

If PATTISON Production Services is supplying your production, upload artwork to: [sendit.pattisonoutdoor.com](http://sendit.pattisonoutdoor.com) or [pattisonoutdoor.com](http://pattisonoutdoor.com) by clicking CLIENT UPLOAD.

Please fill in the following information boxes:

**To:** E-mail address of your PATTISON representative  
**CC:** Your sales or production coordinator  
**From:** Your e-mail address  
**Subject:** Job, client or design name

Drag and drop your file(s) into box provided. You MUST wait for the Upload Status Bar to reach 100% before clicking the "Send It" button. Once your upload is submitted successfully you will receive an e-mail confirmation.



We strive to produce and post quality material, but cannot be held responsible for supplied images that are of poor quality or for artwork that is supplied with errors. We would be pleased to assist you with scanning and prepress work if you so require it. We will match colours to supplied Pantone colour references or colour proofs as closely as possible, but not all Pantone colours can be matched in CMYK printing and some colour variance in images should be expected between proofs and final output due to differences in printing processes. Note that PDFs or other on-screen proofs and printed proofs from devices that are not certified for colour matching should not be relied upon for accurate colour proofing.