



Computer graphic editing is conducted in a single 96" X 30" bleed-free section.

"No text": In order to make sure the board is easy to understand, it is important not to place important text or images in these areas. These areas can be hidden by the bus frame.

"Overlap": If possible, avoid using small characters in this area. Since the boards are produced in two sections, there may be a small gap, which would make it difficult to read characters that are too small.

"Central fastener": The center of the board is attached in these areas. Two approximately 1" diameter washers are used as fasteners. The ad is therefore hidden in these two locations.

Artwork/Design requirements

- Images used require a final format of 100 dpi (100% completed design).
- All fonts are to be attached or vectorized.
- Attach all images used in the creative.
- Supply a reference document in .pdf or .jpg of the final creative.
- Latest versions of Illustrator, Photoshop, and InDesign are accepted. (No high resolution PDF).

Material for printing

- 60 mil. Styrene

Deadlines

- Artwork must be received a minimum of 10 working days prior to the start of the campaign.
- Printed material (exterior printing) must be received by our markets a minimum of 10 working day prior to the start of the campaign
Your account manager will be able to confirm shipping addresses.

FTP site

- <http://www.imagiaffichage.com/zone-fichiers/>
- Fill out your e-mail address, last and first names in the client zone; password is **imagi**
- Follow the instructions to upload your material.

For more information about technical specifications, printing method or materials used, please contact Mathieu Aubin, Team lead, Graphics Department. 514 355 1777, Ext. 119 maubin@imagiaffichage.com 800 770 5410