

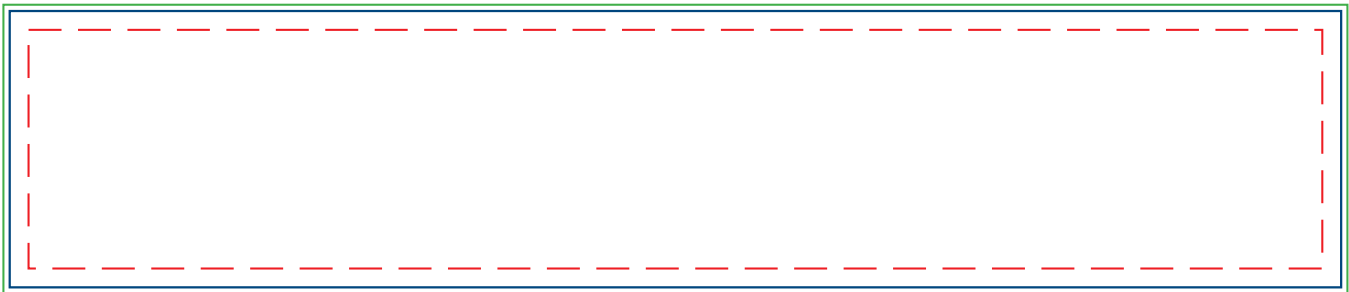
INSIDE POSTERS

53" x 11"

BLEED
53,5" x 11,5"

TRIM
53" x 11"

SAFETY
51,5" x 9,5"



«security margins»: to make the advertising message easier to understand, it's important to not position any important text inside that margin area, this space might be hidden by frame of the bus.

Artwork/Design requirements

- Images used require a final format of 150 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

- 20 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

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