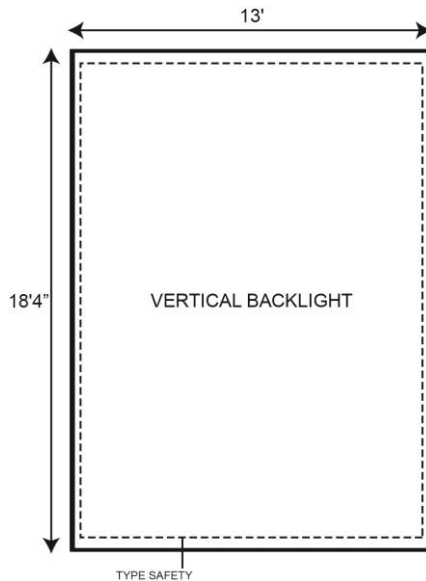


# Vertical Backlight

## Production Specifications



### CREATIVE FILE SIZE (w x h)

#### **Visible Opening**

13" X 18.33"

#### **Safety**

12" x 17.33"

#### **Bleed**

14" x 19.33"

### TEMPLATES

File templates can assist you in preparing your artwork to spec.

[Templates: Vertical Backlights](#)

### FTP

Files can be uploaded to:

[upload.outfrontmedia.ca/ftp/production](http://upload.outfrontmedia.ca/ftp/production)

Compress files to avoid corruption of elements.

Provide a low-res JPEG or PDF of your creative to your OUTFRONT Media Production Account Manager.

### IMAGES

300 DPI, CMYK, 100% at file size. Convert RGB files to CMYK. Do not exceed 600 MB.

### TYPE & FONTS

Minimum recommended type size for critical copy: 144 pt (24" at printed size). Include printer & screen fonts with artwork or convert fonts to outlines.

### COLOUR

All production in CMYK unless otherwise indicated. Indicate PMS colours on proof.

### PROOFS

Provide professional quality proof for colour accuracy.

# Vertical Backlight

## Printing & Finishing Requirements

### OUTFRONT MEDIA PRODUCTION

OUTFRONT Media owns and operates a full-service in-house production facility in Toronto, and can provide production for every one of our products. Our dedicated staff of outdoor and production experts are committed to producing your outdoor right, on budget, and on time. Please contact us for a production estimate for your next project!

**OUTFRONT Media Canada**  
377 Horner Avenue  
Toronto, Ontario M8W 1Z6

(416) 255-1392  
1-800-565-1392

production@OUTFRONTmedia.ca

### PRINTING SIZE (w x h)

#### Visible Opening

13' X 18'4"

#### Safety

12' x 17'4"

#### Bleed

14' x 19'4"

#### Hemmed Size

14'10" x 19'10"

### PRODUCTION

Digital printing

### SUBSTRATE

15 oz. reinforced backlit vinyl

### INK CHARACTERISTICS

Standard digital print outdoor inks

### FINISHING

Pockets: 5" open pockets.

Faces to be in one piece.

Label each face on the lower back corner (so that it is visible when the face is rolled up), with the Advertiser, design name, and first posting date clearly marked.

### SHIPPING

Faces to be folded and boxed.

Clearly mark advertiser name, design name, first posting date and OUTFRONT Media contract number on exterior of each box.

### U.S. Printing Suppliers Please Note:

You must have your own customs broker to process payment of any applicable duties or taxes on your shipment,

**Note:** Your customer is the importer of the material and not OUTFRONT Media. OUTFRONT Media will not process or facilitate any brokerage, duty or taxes on your behalf.