

Superboards - Space Extensions

Production Specifications

SPACE EXTENSIONS FOR SUPERBOARDS

Space extensions are used to extend specific elements of the creative. Multiple extensions are possible (for example: a top & side extension), provided the total extension area does not exceed the maximum allowable square footage in the respective market.

Space extensions are intended to enhance the advertiser's creative, not increase the size of the structure. Extending the overall width or height of the structure is not permitted. For example: an extension that is 2'H x 48'W on a Series-14 is not permitted.

EXTENSION ALLOWANCES

TOP:
Max height: 5'

SIDES:
Max width: 2'

BOTTOM:
Max height: 2'

TOTAL MAX AREA: 150 ft²

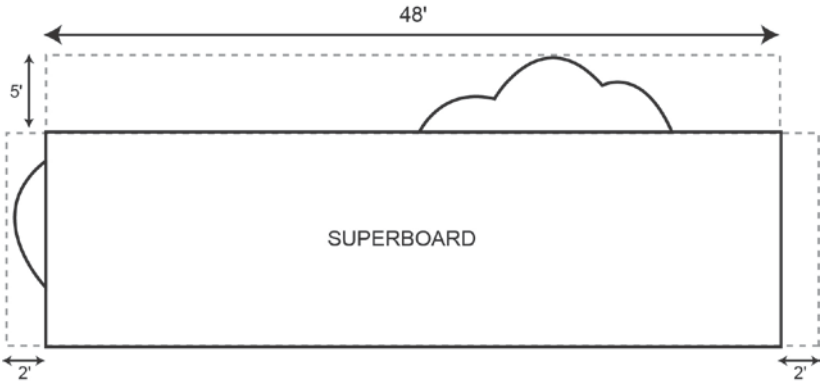
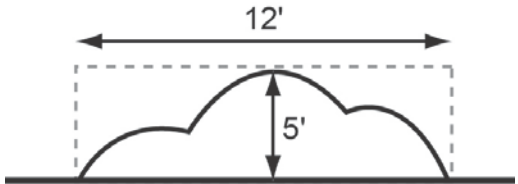
Exceptions:

Ottawa: 20 ft²

Montreal Bridge locations: 67 ft²

Extension size is calculated by greatest height x greatest width.

Example: 12'W x 5'H = 60 ft²



Superboards - Space Extensions

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

PRODUCTION

Digital printing

SUBSTRATE

Supply space extensions on same substrate as primary face (7 oz reinforced vinyl, 13 oz reinforced vinyl) or use 3-5 mm self adhesive vinyl. Confirm application and required substrate with OUTFRONT Media prior to production. Vinyl must pass California Fire Marshall Flammability Test.

FINISHING

Leave 4" bleed on each side of extension for trimming.

FABRICATION

Space extensions must be fabricated by OUTFRONT Media.

INK CHARACTERISTICS

Standard digital outdoor inks.
Inks should contain UV Inhibitors to prevent fading.

SHIPPING

Ship extensions with primary face. 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.