BENCH AD PRODUCTION ART SPECIFICATIONS

Design Size

DESIGN SIZE: <mark>9"x3"</mark> **(9x3 inches**, 1/8th scale or 1 ½" equals 12"). Please no full-sized art, no crop marks, and no art beyond the 9"x3" area. Outline 9"x3" background with a thin rule border to ease trimming.
Note: White ad backgrounds are discouraged as they are plain and show soil and marks.

LIVE MATTER AREA: Type and visual (live matter, excluding backgrounds) at least scale 1/8" away from sign's edge due to ad panel's aluminum frame and/or fasteners.
Note: Keeping copy 3/16" off the edge will keep it from butting right up to the frame. Be sure to watch for font decenders that may be hidden by the frame.

BLEED AREA: Up to all edges for backgrounds.

IMAGES: Flatten and embed all images.

FONTS: Convert all fonts and text to paths (outline).

DIGITAL FORMAT: Adobe PDF (*.pdf)

PRODUCTION: Digital printing resolution at full size will be 56 to 73 dpi. Bench Billboard Company reserves the right to choose the most appropriate production and display method. Art may be adjusted by BBC to fit stated specifications and requirements.

AD SAMPLES: Visit http://bit.ly/z0rMjZ
LOCATION SAMPLES: Visit http://bit.ly/zpln0u

MATERIALS REQUIRED & NOTES:

Digital Art Media

Final Production Art: One (1) digital file per design. Adobe PDF (*.pdf) with all type outlined, photos placed and embedded, art flattened, and thumbnails included. Scaled art resolution needs to be between 300 dpi and 800 dpi (inclusive). Resolution at full size will be 56-72 dpi.

Vector (linear) Images/Elements: All text must be converted to curves, paths, outline, vectors, etc., and all images embedded. Please weld/unite overlapping objects. Files available for importation_EPS (*.eps) Adobe Illustrator (*.ai_up to Version 8.0).

Raster (bitmap) Images/Elements: Resolution range: 300-800 dpi (inclusive). Sized at least 4"x5" and no larger than 8"x10". Resolution at full size will be 56-72 dpi. Files available for importation_TIFF (*.tif) and JPEG (*.jpg) formats.

File Formats Not Accepted: MS Word, MS PowerPoint, MS Paint, Quark, and website files.

Colors: Pantone Matching System (PMS). Absolutely no RGB.

Transmission: E-mail files to Bench Billboard Company. Place advertiser's name and the words, "Bench Ad Art," in the subject line.
If you are delivering digital files on disk, disk should be a data CD. Please include 2 color proofs as reference.

Physical Art Media

Colors: Pantone Matching System (PMS) or by sample.

Photos: Size_5"x7" up to 8"x10" recommended and highest reproduction quality.

Art: Must be camera-ready or of reproduction quality. A sample of art in use would be appreciated.

Fonts: Any required font(s) must be listed by name and with a printed sample of the font. BBC will make a best effort to match.

Final Production Art: Black-and-white photo stat accepted with color specification overlay or all separations (including photos/illustrations).

Delivery: Concepts and samples may be sent to the address below, e-mailed, or faxed to 513.271.4333. *Bench Billboard Company, 6805 Cambridge Avenue, Cincinnati, OH 45227-3227.*

Terms: Press proofs are only available upon request at advertiser's expense. All art materials must be received by BBC no later than thirty (30) business days prior to ad display. BBC reserves the right to refuse, reject, or withdraw any design it deems unsafe or inappropriate for any reason, at any time. BBC accepts no responsibility whatsoever for omissions, poor quality, or errors in advertiser-provided art or materials. Advertiser is solely responsible and liable for any advertising content, error, and omissions. Failure to follow BBC art specifications may result in art changes.

See Ad Policy http://bit.ly/wd8Zl2