



## **BENCH AD PRODUCTION ART SPECIFICATIONS**



**DESIGN SIZE:** 9"x3" (9x3 inches, 1/8<sup>th</sup> scale, or 1 1/2" equals 12"). Please no full-sized art and no art beyond the 9"x3" area. Show trim marks and outline the 9"x3" background with a thin black rule border to ease trimming.

*(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.

*(Keep copy 3/16" off the edge to keep it from butting right up to the frame. Be sure to watch for font descenders that may be hidden by the frame.)*

**BLEED AREA:** Up to all edges for backgrounds.

**IMAGES:** Flatten and embed all images and layers. *(Ex: Backgrounds and logos.)*

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

**DIGITAL FORMAT:** Adobe PDF (\*.pdf) at press quality, with marks and bleeds set to show trim marks.

*(Ideally build it as vectored art. Ex: Using Illustrator.)*

**COLORS:** CMYK process, or Pantone Matching System (PMS).

**PRODUCTION:** Digital printing resolution at full size will be 56 to 72 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.

## Digital Art Requirements

**Final Production Art:** Press quality PDF (\*.pdf) with all type outlined, photos placed and embedded, layers flattened, and thumbnails included. Scaled art resolution needs to be between **300 dpi to 800 dpi**. Show the trim marks. One (1) digital file per design.

*(The advertisements will then be printed at a resolution of 56 to 72 dpi.)*

**Vector (Linear) 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).

**Raster (Bitmap) Images:** Resolution at **300 - 800 dpi** and sized 4"x5" to 8"x10".  
Files Available for Importation: TIFF (\*.tif), JPEG (\*.jpg), PNG formats.

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

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

## Sample Design



*(Note the trim marks and ad border.)*

**Terms:** Press proofs are only available upon request at advertiser's expense. All art materials must be received by BBC no later than fifteen (15) 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 charges.