



BENCH AD PRODUCTION ART SPECIFICATIONS



- DESIGN SIZE:** 9"x3" (9x3 inches, 1/8th scale, or 1 1/2" equals 12"). Please no full-sized art, and no art beyond the 9"x3" area. *(White ad backgrounds are discouraged as they are plain and show soil and marks.) (Design sizing is to keep data files manageable.)*
- 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 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 bottom sign frame.)*
- TRIM MARKS:** Show trim marks, and outline the 9"x3" background border with a thin black ruled to also ease trimming.
- BLEED AREA:** Up to all edges for backgrounds.
- IMAGES FLAT:** Flatten and embed all images and layers. *(Ex: Backgrounds, logos.)*
- FONTS OUTLINED:** 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.

[AD GALLERY](#)

[AD POLICY](#)

[LOCATION SAMPLES](#)

Digital Art Requirements & Terms

Final Production Art: Press quality PDF (*.pdf) with all type outlined, photos placed and embedded, with all layers flattened. 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.

Press Proofs: Press proofs are **not** available.

Sample Design with Trim Marks Shown



(Note the trim marks and ad border.)

Terms: Multiple ad designs are subject to a fee. 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.

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