



AD SPECIFICATIONS

ARTWORK SPECIFICATIONS

here...
there...
everywhere
in Tulsa.

ARTWORK SPECIFICATIONS

●Compatible Software/Format

Illustrator / Photoshop / Indesign / Freehand MX / QuarkXpress / CorelDraw - EPS/TIF/JPG/PDF

●Acceptable Media

CD / DVD / Zip Disk / Floppy Disk / Direct Upload to our transfer site

●Color Matching

If color matching is required, please include: Written color instructions, including PMS color code or a physical color comparison (photo, proof print or color sample)

●Resolution

Artwork should be set up at 1/10 of finished size within a range of 560-1000 dpi. Resolution at full size must be at least 56 and 100 if preferable.

●Fonts

Please convert all fonts to paths or include fonts with image.

●Tips & Tricks

- Before you begin, (buswrap) obtain a vehicle template, note the area that cannot be covered with graphics as well as areas needed for bleed; and (bench) determine the "viewable area" of the ad and keep graphics within the viewable area.
- Provide a proof that clearly represents what the final image should look like and where each element should be placed.
- Remember that color will be printed in a 4-color process and may not match your proof without careful color coordination.
- Wrapping a bus requires 4 separate layered files: Curb Side, Street Side, Front, & Back. Do not flatten files and do not forget to allow for bleed in the background layer.

SCANNING RESOLUTIONS

Printing resolution should be at least 72 dpi; 100 is suggested. The following are suggested scanning and/or layout resolutions.

●BENCH ADS

Format Size:	Viewed Size:	Submission Size:
71 x 21"	69 x 20"	6.9 x 2.1" @ 600 dpi
84 x 30"	74 x 24"	7.4 x 2.4" @ 600 dpi

●BUS SIGNS

Format Size:	Viewed Size:	Submission Size:
71 x 21"	72 x 21"	7.2 x 2.1" @ 600 dpi
120 x 30"	120 x 30"	12 x 3" @ 600 dpi
28 x 11"	28 x 11"	2.8 x 1" @ 600 dpi
144 x 30"	144 x 30"	14 x 3" @ 600 dpi
88 x 30"	88 x 30"	8.8 x 3" @ 600 dpi

●BUS SHELTERS

Format Size:	Viewed Size:	Submission Size:
69 x 48"	67 x 46"	6.7 x 4.6" @ 600 dpi

●BUS WRAPS & HALFWRAPs

A full wrap image (depending on bus style and template) should be 43.75 x 10.6" @ 720 dpi. This includes bleed area needed for printing an area 437.5"W x 106"H. To maintain a resolution of 72 dpi, divide the height and width by 10 to get a physical size, then scan and/or lay out the image at 720 pixels per inch.