

FILES SPECIFICATIONS

Approximate
Ad Size **40" x 17"**

Possible AD locations (small bus sizes only)



Guidelines When Submitting Graphics Files:

Production Ready Setup Files should be sent production ready, at 100% scale and elements placed. File editing services are available for a fee of \$80.00/hr.

- Please convert fonts to outlines or be sure to include the screen fonts and the printer fonts with your graphic files.
- PMS or custom colors must be specified in the file (exact color matching \$100/hr - 1 hr min.).
- All art on disk should include a hard copy layout.
- If your files are not actual size, please indicate the scale in which they were produced.
- Two DIFFERENT files should be created and submitted - the second for use on shorter buses. Ad sizes are as follows:
 - Ad Size for Standard-Size Buses = 48"W x 18"H
 - NOTE: Some short Buses require smaller Ad Sizes. Please be prepared to produced smaller ad versions approx 38"W x 10"H

Setup Guidelines:

Bleed: Include at least 1 inch bleed past the finished size.

Safe Area: Important message information should centered within a 40" x 15" area on standard-size buses and 40" x 7" area on short-size buses to try and limit distortion from rub-rails

Fonts: Include all fonts used on the graphic even if all the type has been converted to outlines.

Color Format: Convert all RGB files to CMYK and if possible, submit a layered version of your file (color matching the "yellow" bus paint cannot be done).

Inks: Rich Black (Graphics Standard) - C-30 / M-30 / Y-20 / K-100

Applications and Formats: Design & Compression Software - All software versions are current and Mac or PC compatible.

Preferred Applications:

Adobe Illustrator: .ai, .pdf or .eps, layered, CMYK, Include ALL FONTS and linked images used in separate folder.

Adobe Acrobat: .pdf

Adobe Photoshop: Layered: .psd, .tiff, CMYK, Included ALL FONTS and linked images used in separate folder.

Unlayered: .tiff, .jpg or .eps, CMYK can only be sent at finish size @ 72dpi

(These formats are acceptable ONLY if they are PRESS READY and not to be altered in any way).

CorelDraw: .cdr, layered, CMYK, Include ALL FONTS and linked images used in separate folder.

It is recommended that you compress your files before transmitting them to us using Stuffit, WinZip or other application to create .zip, .hqx, or .bin file.

Document Set-Up (Vector Files)

- When using vector-based programs such as Illustrator or CorelDraw, files should be built as close to a 1:1 ratio as possible, not going under 1/8 scale. This reduces the amount of magnification to your file in the RIP stage.
- Gradients tend to band when created in a vector based program, so when possible create any gradients in raster based programs such as Adobe PhotoShop and place them into your document.
- If your files included placed images, the image files must accompany the parent file when sent to us.

Document Set-Up (Raster-Files)

With raster-based programs, text lacks clarity and sharpness, so we recommend building a composite file by placing your raster images in a vector program containing your type and graphics.

Acceptable Method Of Sending Files

Third-Party Service: A 3rd Party service like, DropBox or YouSendit.com may be used (sent to this email info@schoolbusads.org).

E-Mail: Files may be emailed only if the file size is 5MB or- less.