

## Tips to Ensure Effective Transit Advertising:

Use large images and minimal copy to convey your message. Use a large enough font size for your advertisement to be easily read at a distance.

## Timelines:

All bus artwork must be received 6 weeks prior to start date. Artwork must be approved by the appropriate transit authorities (installation can not be completed until the transit authority's final approval has been granted).

Please understand there may be necessary revisions to design and adjust time accordingly. Printing, shipping and installation varies per project and an accurate time table will be set up prior to project start date. On average our installers can wrap one bus per day.

## Artwork preparation and delivery instructions:

Artwork should be prepared in one of the following applications: Adobe Photoshop, Illustrator, (please export as high res PDF), InDesign

We can accept the following types of files: Adobe Photoshop, Illustrator, EPS, TIFF (high-resolution only: 28MB+) and high resolution PDFs. Please include the file extensions, fonts (if not converted to outlines) and attached images.

Artwork should be delivered as follows: On CD, DVD, or uploaded to our server via FTP if the zipped file is less than 50 MB (contact our production department for instructions). Vectored art may be emailed if file is smaller than 5MB.

Your file should contain the final file for production as well as all supporting fonts and files. Photos should be in place in the final file. If this is not possible, they should be sized and fully prepared for placement. When supplying Photoshop composites send the file in layers in case minor modifications are needed. If using bleeds please include tick marks to indicate viewable area. Artwork should NOT be cropped to the template and should have a 6" bleed around all sides of the bus.

## For Logos:

Vector art in EPS or Illustrator format is preferred. If unavailable we can accept large, clean camera-ready slicks with color specifications.

## For Photos to Scan:

High-resolution digital images are preferred. If not available photographic images or transparencies can be used. High-resolution digital images are preferred. If not available photographic images or transparencies can be scanned for use. For larger designs please note that images shot on film have a higher DPI than images taken digitally (contact production department if you have questions).

## For Resolution:

The minimum resolution is 100 DPI at 100% (Example: Rail is 28" x 11"h at 100dpi). You cannot stretch an image to fit this required DPI. If you stretch a rasterized image you're not adding dots, only enlarging the size of the dots that are already there. Linked images must be 100 DPI at full size. If inserting artwork into the buswrap template supplied by GMG (1/20th scale) the ideal DPI would be 2000. Call if you have questions.