

Production Specifications



File Format:

Please label your files with the name or names of the advertiser and the type of ad being produced. i.e: MtDew_rail1.tif

Compatible Software:

Adobe Photoshop CS3 (or earlier)
 Adobe Illustrator CS3 (or earlier)
 Adobe InDesign CS3 (or earlier)

Please make sure to:

- Outline all fonts
- Flatten .tif files
- Make press ready .pdf's
- Convert color to CMYK
- Compress all files before uploading
- Set minimum resolution to 100 DPI at 100%.

To send art on CD or DVD, mail media along with a printed proof to:

Attention: Creative Services
 189 North Water Street
 Rochester, NY, 14604

If you have any further questions, please don't hesitate to contact our Production Department at: (585) 262-6030. You can also reach us via instant message at: Director of Production & Creative Services -AIM: immediascope3

Product Name	Trim Size	Viewable Size	Materials	
Full Wrap – Standard*	Sizes Vary Contact Production Department	Sizes Vary Contact Production Department	Please contact Production Department	
Tail Wrap*				
King Kongs*				
Super King	226" x 36"h	226" x 36"h	We accept finished materials printed on 3M, Flexicon BusMark, Avery Transit Vinyl. Everything must be laminated with a UV clear coat.	
King	144"w x 30"h	142" x 28"h		
Mini King	42"w x 20"h	42" x 20"h		
Queen	88"w x 30"h	86" x 28"h		
Mini Queen	42"w x 16"h	42" x 16"h		
Tail	70"w x 21"h	68" x 19"h		
Headlights	40"w x 21"h	38" x 19"h		
Behind the Driver (Syr)	19"w x 14"h	19" x 14"h		
Behind the Driver	21"w x 22"h	19" x 20"h		.020 Styrene**
Shelters	47 ¼"w x 68 ½"h	45 ¼" x 66 ½"h		
Shelters (Buffalo)	46 ½"w x 67 ½"h	44 ½" x 65 ½"h		
Rails	28"w x 11"h	26" x 9"h		

* Templates Provided

** Or Equivalent

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File Transfers:

Files can be uploaded to our server: **Using Internet Explorer Mac & PC:**

<https://client.normalcommunications.com/client> and put in their user name and password.

User name: client Password: marketing Check the box that says "open as web folder".

PC only:

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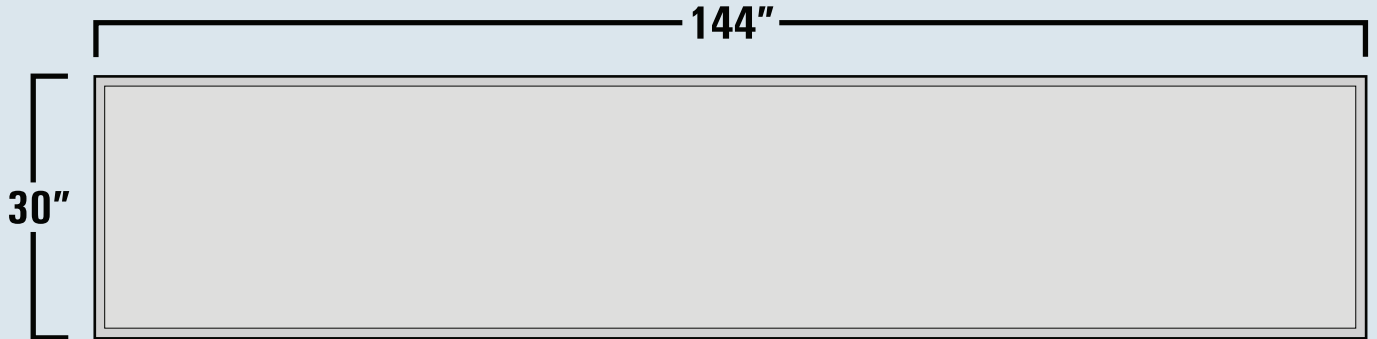
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MAC only:

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Use the domain: NORMALCOMM (all caps) along with **User Name: client Password: marketing**

If you have multiple files to upload it is suggested that you Zip or Stuff them together before uploading. This greatly decreases upload time and the chance for file corruption.



142" w X 28" h Viewable

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Adobe Illustrator CS3 (or earlier)
Adobe InDesign CS3 (or earlier)

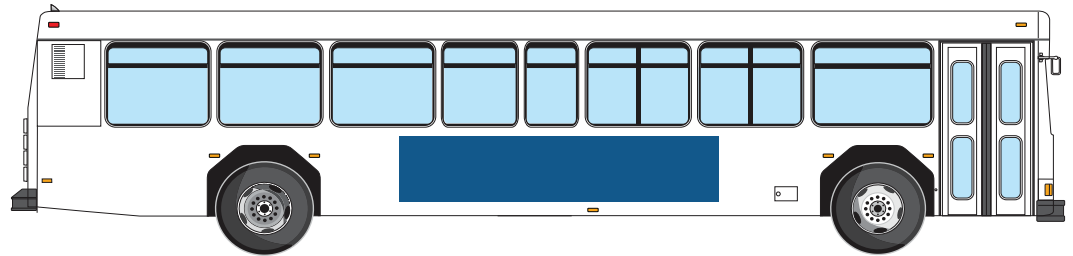
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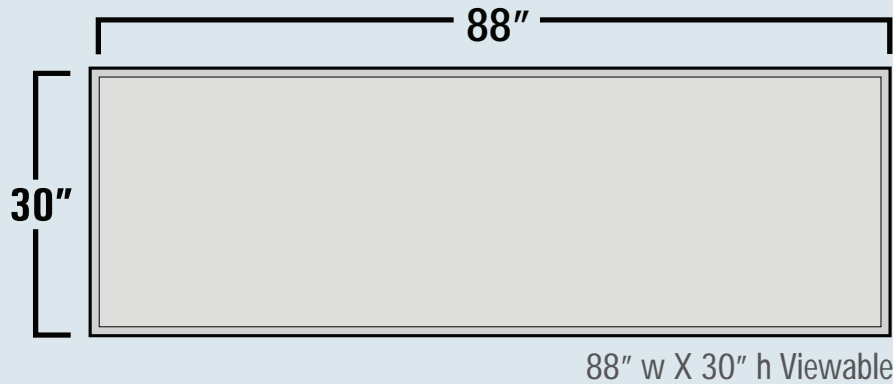
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<https://client.normalcommunications.com/client> Use the domain: NORMALCOMM (all caps) along with User

Name: client Password: marketing

Updated 10.17.08



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Adobe InDesign CS3 (or earlier)

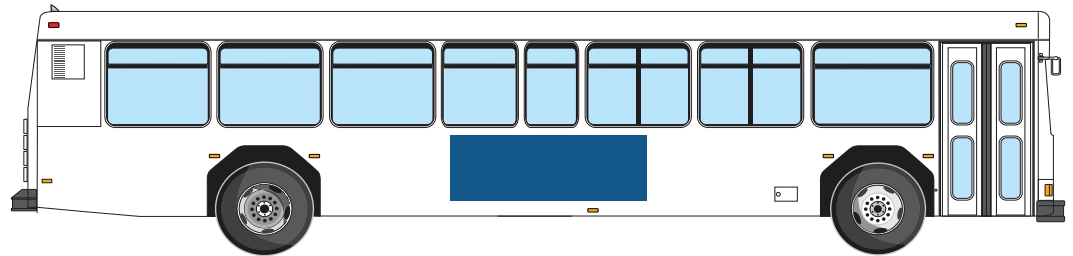
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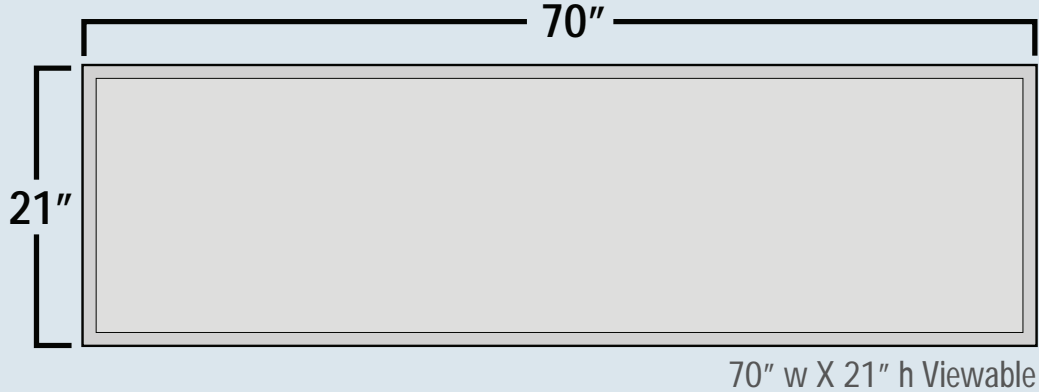
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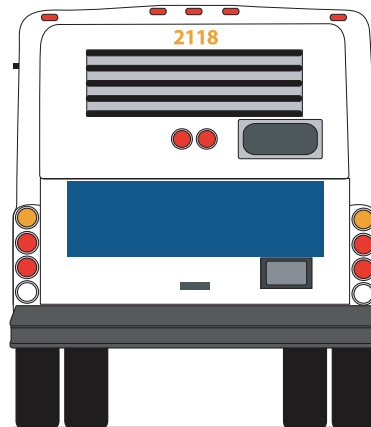
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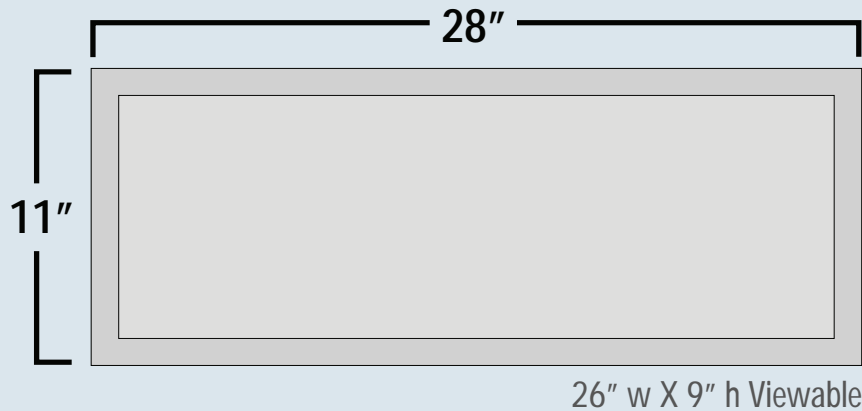
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Updated 10.17.08

Production Specifications - Interior Rail



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Adobe Illustrator CS3 (or earlier)

Adobe InDesign CS3 (or earlier)

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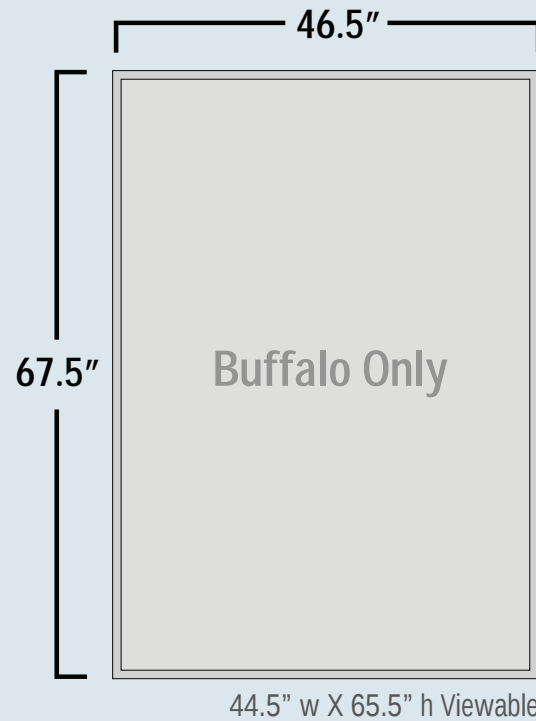
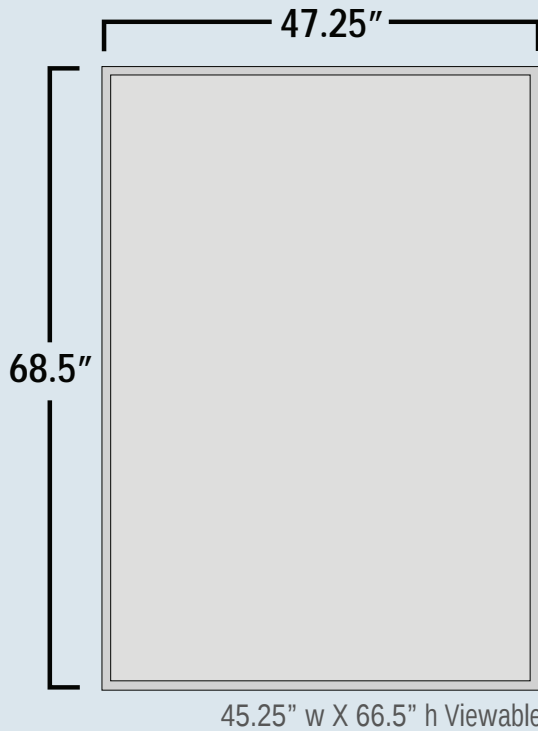
User Name: client Password: marketing

Updated 10.17.08

Interior Rail Displays

28" w X 11" h

Production Specifications - Shelter



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Adobe InDesign CS3 (or earlier)

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Use the domain: NORMALCOMM (all caps) along with **User Name: client Password: marketing**

Updated 10.17.08

Shelter Displays

47.25" w X 68.5" h
Buffalo Only - 46.5" w X 67.5" h