

**File Format:**

Please provide the production ready art in a flattened .tiff format in CMYK color mode.

To ensure an efficient transfer of files please compress files with WinZip or Stuffit.

Please label your files with the name of the advertiser and the type of advertising being produced. i.e: MtDew\_rail1.tif

**Resolution:**

Please ensure that the minimum resolution printed is 100 DPI at 100%

You cannot stretch an image to fit this required DPI. If you stretch a rasterized image you are not adding any dots; you are only enlarging the size of dots per inch.

**File Transfers:**

Files can be provided several ways:  
Files can be uploaded to our FTP server by logging on to: Host name ftp://ftp.normalcommunications.com or sbs.normalcommunications.com  
User name: client  
Password: marketing or files can sent on a CD or DVD.  
Send art on CD or DVD to:  
Normal Communications | Mediascape Marketing  
Attention: Jason Taylor  
189 North Water Street, Rochester, NY, 14604

<b>Product Name</b>	<b>Trim Size</b>	<b>Viewable Size</b>
Ticket Machines	32.5" x 69.5" h	32.5" x 69.5"h
Street Level Back-lit Dioramas	62" x 44"h	60" x 42"h
Track Level Single Panel Wall Display	43" x 82"h	43" x 82"h
Track Level Double Panel Wall Display	43" x 82"h	43" x 82"h
Framed Cross-Track Display	60" x 46"h	58" x 44"h
Framed Wall Display	59" x 45.5"h	57" x 43.5"h
Subway Interior Cards	45" x 15"h	45" x 15"h
HSBC Station Display	84" x 75"h	84" x 75"h
LaSalle Station Wall Display	43" x 82"h	43" x 82"h
Lafayette Station Back-lit Displays	46.5" x 72"h	44.5" x 70"h

\* Templates Provided

\*\* Or Equivalent

All artwork MUST be submitted to the Growth Marketing Group one (1) week prior to sending to pre-print for approval by the appropriate transit authorities. Installation can not be completed until the transit authority's final approval has been granted.

Any customer approved artwork that requires additional edits or changes will incur an additional charge.

**Addresses:**

Please send completed materials to the address that corresponds to the market in which you are advertising. In addition please send a printed hard copy or email a high resolution pdf of the final design to the Production Department at Normal Communications at the Corporate Headquarters.

If you have any further questions, please don't hesitate to contact our Production Department at: (585) 262-6030.