

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 |
Growth Marketing Group

Attention: Jason Taylor

189 North Water Street, Rochester,
NY, 14604

Product Name	Trim Size	Viewable Size	Materials
Full Wrap – Standard	Sizes Vary Contact Production Department (templates provided)	Sizes Vary Contact Production Department (templates provided)	Please contact Production Department
Tail Wrap			
King Kongs			
Super King			
King - Utica	144" x 30"h	144" x 30"h	We accept finished materials printed on Flexicon BusMark, Avery Transit Vinyl. Everything must be laminated with a UV clear coat.
King - Rome	134" x 30"h	134" x 30"h	
Queen - Utica	88" x 30"h	88" x 30"h	
Queen - Rome	70" x 30"h	70" x 30"h	
Mini Queen - Rome	70" x 21"h	70" x 21"h	
Tail	70" x 21"h	70" x 21"h	
Headlights	40" x 21"h	40" x 21"h	
Behind the Driver	21" x 22"h	19" x 20"h	
Shelters	29" x 76"h	27" x 74"h	
Rails	28" x 11"h	26" x 9"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.