



PS MEDIA

AN ADVERTISING AGENCY

Design Tips...

Simplicity

- Use only 3 elements
- 6 second view time

Legible Type

- Do not use thin or decorative type
- Do not use type with too much contrast between thick and thin strokes

Short Copy

- Simplicity is needed since the display is seen at a distance with the viewer in motion

Large Illustration/ Photograph

- Use only one, large illustration or photograph
- Close cropping and exaggerated points provide greater impact

TRANSIT ART SPECIFICATIONS

SPECIFICATIONS

COMPATIBLE SOFTWARE

- Illustrator CS5 (or earlier version)
- Photoshop CS5 (or earlier version)
- InDesign CS5 (or earlier version)

ACCEPTABLE FORMATS/LINKS

- Native File Format of the Software listed above. (All fonts must be outlined or converted to paths) Links: EPS (CMYK), Tiff (CMYK), JPG (CMYK, at maximum quality) PDF (CMYK) NOTE: When using Photoshop elements in Illustrator DO NOT EMBED! Save them as links and send along with the finished file.
- Do not exceed a file size of 1 GB.
- Microsoft Word, Publisher, or PowerPoint formats not accepted.
- Resolution – 1/10th scale. Recommended 1,500 dpi minimum (This gives you a final resolution at full size of 150 dpi.) All artwork must be saved as CMYK

ACCEPTABLE MEDIA

- High Resolution pdf file(s)

Please call for information on the submission of artwork via the internet.

SCALE

- Please contact PS Media for measurements.

COLOR

- CMYK JPG Proof or Color Laser Copy
Note: Exact color matching is not technically possible in Outdoor - or any other medium. A quality color print ensures that you will receive the most accurate reproduction currently available utilizing four color process printing.

FONTS

- Include printer and screen fonts on disk only when unable to convert them to paths.

QUESTIONS OR CONCERNS?

- Do not hesitate to contact your PS Media Sales Representative.