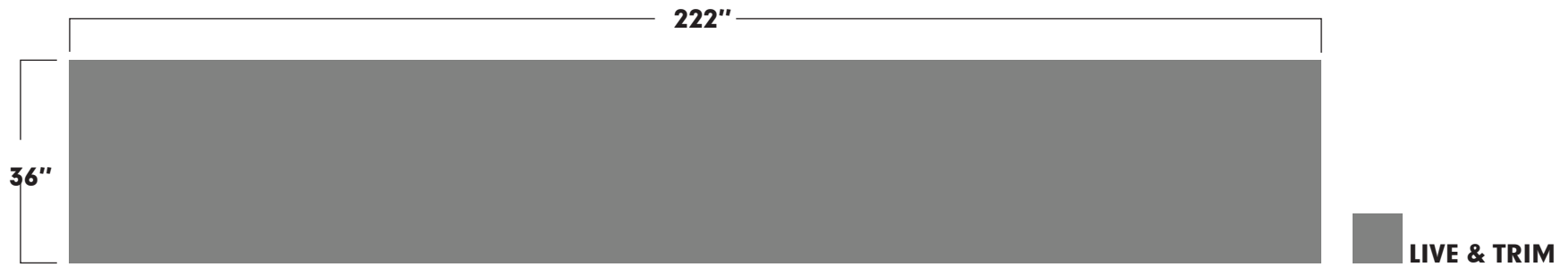


SUPER KING DISPLAYS

DESIGN SPECIFICATIONS

VICTORIA, BC



DESIGN SPECIFICATIONS

SOFTWARE & FORMATS

Native file formats for Adobe Photoshop, Illustrator, and InDesign. If Illustrator or InDesign files have links, the files must be embedded or provided. All fonts must be converted to outlines.

SCALE / RESOLUTION / LIVE, TRIM & BLEED AREAS

Build at full scale at 56ppi, or 1/16th scale at 896ppi. Trim size: 36" x 222". Live area: Same as trim. Do not add bleed.

COLOR MATCHING

If precise color matching is critical please provide a quality matchprint and/or Pantone (coated) callouts for solid colored areas, not transparent percentages.

ART SUBMISSION & GUIDELINES

Contact your Lamar Representative (Account Executive) to receive a 6-digit Lamar Graphics ID# prior to art submission. These numbers correspond to specific orders and will ensure your files are associated to the appropriate job. Failing to reference the ID# could cause unnecessary processing delays.

Files should be submitted electronically whenever possible. Please mark all shipped materials "attn: Transit CSR" and reference the ID#. Discs containing client artwork WILL NOT BE RETURNED.

Substrate / material is determined by the Lamar plant for that market. For further information call your Lamar Sales Rep.

DESIGN SPECIFICATIONS (CONTINUED)

- **E-mail:** artbox@lamar.com (files less than 10 MB)
- **Art Uploader:** (max file size 600mb)
http://www.lamargraphics.com/Transit_uploader/TransitRequest.aspx
- **FTP:** ftp2.lamargraphics.com (unlimited)
[user: artbox password: obieart]

QUESTIONS / CONCERNS

Contact Gregory Smith, Prepress Manager for Lamar Graphics, at 1-800-952-3113 or gtsmith@lamar.com.

PHYSICAL ADDRESSES

LAMAR GRAPHICS:

Lamar Graphics
1986 Beaumont Drive
Baton Rouge, LA 70806
attn: TRANSIT CSR
(225) 923-3113

LAMAR TRANSIT ADVERTISING:

Lamar Advertising C/O BC Transit
attn: Ash Redford
665 Garbally Road
Victoria, BC V8T 2K2
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