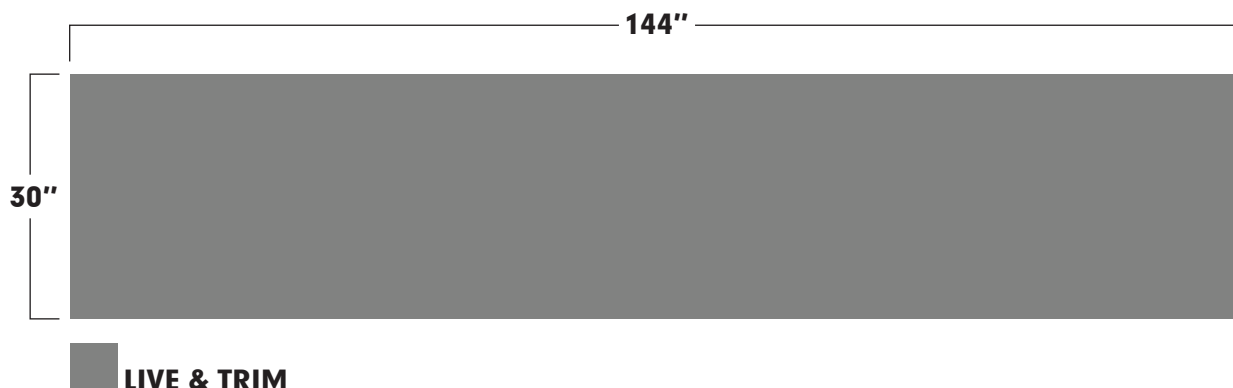


# KING DISPLAYS: DIRECT APP

DESIGN AND PRODUCTION SPECIFICATIONS

ALBANY, NY



## 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: 30" x 144". 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 callouts for solid colored areas.

### 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.

- **E-mail:** artbox@lamar.com (files less than 10 MB)
- **Art Uploader:** (max file size 600mb)  
[http://www.lamargraphics.com/Transit\\_uploader/TransitRequest.aspx](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 gsmith@lamar.com.

## PRODUCTION SPECIFICATIONS

### MATERIALS / SUBSTRATES

Displays must be printed on 3M IJ36-20 changeable material. For postings less than 9 months a UV protective clearcoat must be applied. For postings greater than 9 months a protective overlam is required.

### PANELING REQUIREMENTS

Displays must be printed in one panel.

### SHIPPING REQUIREMENTS

Displays must be stacked in alternating left and right panels, rolled "image out" and shipped in boxes that weigh no more than 100 lbs. Attach a photocopy of the design to the outside of each box.

### OVERAGE

On quantities of ten or more displays a 10% overage may be required. Contact your representative.

### DELIVERY

Market must receive copy 10 working days prior to post date.

## PHYSICAL ADDRESSES

### FILES TO BE PRINTED THROUGH LAMAR GRAPHICS:

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

### COMPLETED PRODUCTION DIRECT TO PLANT:

Lamar Transit - attn: Cliff Wohl  
47 Railroad Ave.  
Albany, NY 12205  
(518) 453-9130