

# OUTDOOR SPECIFICATIONS

## POSTER

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
20' x 10'	10" x 5"	1:24	.25"	.125"	600 dpi

## VERTICAL POSTER

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
12' x 16'	6" x 8"	1:24	.25"	.125"	600 dpi

## STREET LEVEL Transit Shelter Advertising /StreetAd/CoreMedia

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
47.25" x 68.25"	5.875" x 8.5"	1:8	.25"	.125"	600 dpi

## TRANSIT SHELTER : BRITISH COLUMBIA Most BC markets.

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
48" x 72"	6" x 9"	1:8	.50"	.125"	600 dpi

## SUPERSHELTER

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
98" x 69"	12.25" x 8.625"	1:8	.25"	.125"	600 dpi

## BACKLIT POSTER

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
20' x 10'	10" x 5"	1:24	.25"	.125"	600 dpi
30' x 10'	15" x 5"	1:24	.25"	.125"	600 dpi

## SUPERBOARD Limited extensions may be permitted. Call to confirm.

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
40' x 10'	20" x 5"	1:24	.25"	.125"	400 dpi
44' x 10'	22" x 5"	1:24	.25"	.125"	400 dpi
48' x 14'	24" x 7"	1:24	.25"	.125"	400 dpi

## BUS BENCH Extensions up to a maximum overall dimension of 30" x 84" allowed.

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
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Edmonton Seat Back					
ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
72" x 24"	9" x 3"	1:8	.125"	.125"	600 dpi

## Edmonton Kick Plate Option No extensions on Kick Plate

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
72" x 9.5"	9" x 1.1875"	1:8	.125"	.125"	600 dpi

## Delta Seat Back Only

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
96" x 24"	12" x 3"	1:8	.125"	.125"	600 dpi

## BIKE RACK Montréal

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
24" x 12"	12" x 6"	1:2	.375"	.125"	400 dpi

## SPECTACULARS AND MURALS

Sizes for these large format products are site specific and vary depending on their location. In general, artwork is produced at 1:48 scale at 800 dpi with a .125" Art Safety. There are exceptions though. Contact your PATTISON representative to confirm sizes and specifications.

Not all products are offered in all PATTISON Outdoor Advertising markets.

E&OE 14098 - MA06

# TRANSIT SPECIFICATIONS

## KING POSTER

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
139" x 30"	17.375" x 3.75"	1:8	.25"	.125"	600 dpi

## KONG POSTER New Flyer DLF40. Call PATTISON if other bus models are used.

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
245" x 37"	30.625" x 4.625"	1:8	.25"	.125"	600 dpi

## SEVENTY POSTER

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
70" x 21"	8.75" x 2.625"	1:8	.25"	.125"	600 dpi

## INTERIOR CARDS

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
35" x 11"	8.75" x 2.75"	1:4	.25"	.125"	400 dpi
70" x 11"	17.5" x 2.75"	1:4	.25"	.125"	400 dpi

## CALGARY C-TRAIN KONGS

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
200" x 35" **	13.33" x 2.33"	1:15	**	.125"	400 dpi

\*\* C-Train Kongs are trimmed to two different sizes:

**U2 trains** : C-Kong is trimmed to 193" x 35"

**SD160 trains** : C-Kong is trimmed to 200" x 31"

For common production, allow the following Art Safety :

**TOP** : .125" **BOTTOM** : .3125" **SIDES** : .375"

## LRT 28

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
20" x 27"	10" x 13.5"	1:2	.5"	.125"	400 dpi

## CALGARY LRT FLAG BANNER

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
36" x 120"	3" x 10"	1:12	.085"	.125"	300 dpi

## LRT STATION POSTERS Size is station specific. Confirm your requirements.

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
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### Vertical

42.5" x 58.25"	5.313" x 7.281"	1:8	.25"	.125"	600 dpi
47.25" x 68.25"	5.875" x 8.5"	1:8	.25"	.125"	600 dpi

### Horizontal

81.75" x 48"	10.219" x 6"	1:8	.25"	.125"	600 dpi
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## BUS HEADLINERS New Flyer DLF40. Call PATTISON if other bus models are used.

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
415" x 14.5"	41.5" x 1.45"	1:10	.125"	.125"	600 dpi

## BUS MURALS New Flyer DLF40. Call PATTISON if other bus models are used.

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
16' x 8'	7.68" x 3.84"	1:24	.16"	.125"	600 dpi

## SUPERBUS/SUPERTRAIN/ULTRATAIL

Artwork must be done on proper vehicle templates. Contact your PATTISON representative. Artwork is typically set up at 1:25 scale at a resolution of 400 dpi.

Not all products are offered in all PATTISON Transit Advertising markets. Creative may be subject to approval by each local Transit Authority.

# MALL SPECIFICATIONS

## MALL POSTER Size varies by mall. Confirm what is required for your campaign.

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
44" x 60"	5.5" x 7.5"	1:8	.25"	.125"	600 dpi
47" x 68"	5.875" x 8.5"	1:8	.25"	.125"	600 dpi

## MALL BANNER

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
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### Majestic : Standard

20' x 10'	10" x 5"	1:24	.25"	.125"	600 dpi
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**Majestic : Icon Frame** :: Pen Centre, Halifax Shopping Centre, Scarborough Town Centre, Pickering Town Centre, Lougheed Mall, Yorkdale only.

19'10" x 10'11"	9.92" x 5.04"	1:24	.25"	.125"	600 dpi
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### Yorkdale : 72" x 120"

6' x 10'	6" x 10"	1:12	.25"	.125"	300 dpi
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### West Edmonton Mall : 5' x 40'

40' x 5'	20" x 2.5"	1:24	.25"	.125"	600 dpi
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**Flag** Can be either Portrait or Landscape orientation.

ACTUAL SIZE	ART TRIM SIZE	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
5' x 7'	7.5" x 10.5"	1:8	.50"	.125"	300 dpi

## MALL VINYL

Contact your PATTISON representative for specific sizes or templates.

Not all products are offered in all PATTISON Outdoor Advertising markets.

# AIRPORT SPECIFICATIONS

## AIRPOSTER Calgary International Airport

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
49.5" x 39.5"	6.19" x 4.94"	1:8	.25"	.125"	600 dpi

## AIRLIGHT

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
30' x 10'	15" x 5"	1:24	.25"	.125"	600 dpi
28'10" x 8'10"*	14.417" x 4.417"	1:24	.25"	.125"	600 dpi

\*Ottawa Airport

## AIRPORT SPECTACULAR Calgary International Airport

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
<b>B</b> : 120.5" x 60.5"	15.06" x 7.57"	1:8	.25"	.125"	600 dpi
<b>D</b> : 115" x 67"	14.38" x 8.38"	1:8	.25"	.125"	600 dpi

# BC FERRIES SPECIFICATIONS

## VESSEL POSTER / TERMINAL POSTER / STREET AD

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
47.25" x 68.25"	5.875" x 8.5"	1:8	.25"	.125"	600 dpi

## VISTA POSTER

ACTUAL SIZE : W x H	ART TRIM SIZE : W x H	ART SCALE	ART SAFETY	ART BLEED	IMAGES AT
27 7/16" x 35 3/4"	5.86" x 8.938"	1:4	.50"	.25"	600 dpi

# ART & PRODUCTION LINGO

## ACCEPTABLE ART & PRODUCTION FILE FORMATS

FreeHand 8/9/10/MX	.fh	Adobe Illustrator 8/9/10/CS	.ai/.eps
Photoshop 5/6/7/CS	.psd/.eps/.tif	Adobe InDesign 2/CS	.indd
QuarkXpress 4.1/5/6/6.1	.qxd		

Stuffed archives have a .sit or .sea name extension – typically for MacOS. Zipped archives have a .zip name extension – typically for Windows PCs but can be handled by Macs. Portable Document Format .pdf is acceptable for layout proofing, but not color matching. If made properly, a PDF may open in FreeHand or Illustrator and be editable in those programs.

**Not acceptable are:** Word .doc, Excel .xls, Powerpoint .ppt, CorelDraw .cdr, Publisher .pub, .pict, .bmp, .png, .exe, AutoCad .cad, or any other files not listed above as acceptable.

## ART DELIVERY

Artwork in the appropriate format can be forwarded to your PATTISON representative on CD-ROM or DVD along with a color proof of the approved artwork. Alternatively, if files are smaller than 200MB, you may upload artwork as a .sit or .zip archive to:

<b>Host</b>	ftp.pattisonoutdoor.com
<b>User name</b>	pattisonguest
<b>Password</b>	ftpuser
<b>Directory</b>	Pattison - Shared

You must notify your PATTISON representative of your upload by emailing the file name and client name, along with a low resolution PDF proof of your final artwork as it is to be printed. Files left at the FTP site for longer than two weeks may be deleted.

## LINGO

**Bleed** Image that extends beyond the trim area marked on artwork or printed copy. This ensures that when the printed copy is trimmed, image runs right to the edge or “bleeds” off the page.

**Live Copy Safety** The margin we ask designers to keep text, logos and graphics that are intended to be seen out of to ensure they are not covered by a frame or trimmed off.

**Photography: Stock or Royalty-Free** Preshot photographs on any variety of subjects, typically catalogued and searchable on the Internet. For a fee, non-exclusive rights to use an image for an indefinite period of time may be purchased, and costs for Out of Home production quality images average \$300 to \$350 each. Purchase of these images by PATTISON on a client's behalf is a billable production cost.

**Photography: Rights Managed** Similar to Royalty Free, but exclusive license of these images is granted (there are restrictions on who can use the same image that you have licensed at the same time as you), and images are usually a of a higher aesthetic or compositional quality. Fees are based on where the image is used and for how long, and typically go up from \$1000. Purchase of these images by PATTISON on a client's behalf is a billable production cost.

**Photography: Custom** The shooting of photograph(s) for a specific end purpose, involving the hiring of a photographer, and possible sourcing of a studio, locations, props, models and stylists. Sometimes the only way to get the “right” shot for an advertiser, cost is totally situation dependant and advance quotations are essential. Contracting of custom photography by PATTISON on a client's behalf is a billable production cost.

**Pixel** A single point or “digital square” that a computer uses in combination with others to display a raster, or bit-mapped, image.

**Raster or Bit-mapped** A way that some computer software handles images by way of a grid of individual dots, or pixels. This the only way to represent photographic images and many illustrative styles. The byte size of a raster file depends on the number of pixels in the file and if compression methods have been applied. As a raster file is blown up in size the pixels simply get bigger and at some point become visible to the eye as jagged edges or blur. Photoshop is raster software.

**Vector** A way that some computer software creates images by a series of points, lines and arcs – all described by mathematical formula. Files are compact and can blown up to any size without loss of quality. Suitable for logos, text and some illustrative styles. FreeHand and Adobe Illustrator are both vector software applications, although raster images may be placed into Freehand or Illustrator documents.

**Visible Area or Visible Opening** The part of an Out of Home display that is actually seen by viewers once it is installed inside its frame or posted. Sometimes, but not necessarily the same as the trim.

PATTISON

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