

Toronto Transit Commission Subway Station Walls

Toronto, Ontario



DISPLAY SPECIFICATIONS

Bleed Size 48½" W x 69½" H
Trim Size 47" W x 68" H*
 * 47¼" x 68¼" is also accepted
Visible Opening 45" W x 66" H
Live Copy Safety 43" W x 64" H



ART SPECIFICATIONS

Supply art at 1:8 scale at 600 dpi in one of these formats for MacOS: Adobe Illustrator, Adobe Photoshop or Adobe InDesign. Place raster images in CMYK .tif or .eps format. Supply fonts in Mac Postscript Type 1 or TrueType format or convert all text to outlines. Provide an accurate proof that matches your desired colour rendering or Pantone colour references if colour match is critical.

Bleed Size 6.0625" W x 8.6875" H
Art Trim Size 5.875" W x 8.5" H
Live Copy Safety 5.375" W x 8" H



PRODUCTION

TTC Subway Station Posters can be produced using Screen Printing, Digital Printing or Lithography.

Screen Printing and Digital Printing:

Print on 4mm Coroplast with Anti-Static protection.

Lithography:

Print on 8pt outdoor-strength paper, and dry or wet mount to 4mm Coroplast. Station Posters produced using Lithography are identical in size to standard size Transit Shelters, are printed one-side only and mounted to Coroplast before posting. These two products can be produced simultaneously if they share the same creative. Printed material that is not mounted to Coroplast will not be posted. PATTISON is not responsible for mounting Subway Station Posters.

Coroplast without Anti-Static will not be posted. Coroplast picks up a static charge that attracts dust particles after installation. In order to maintain a clean quality through poster showing, an anti-static protectant treatment must be applied to BOTH sides of material BEFORE shipping. If anti-static is not applied, there will be an additional charge for application.

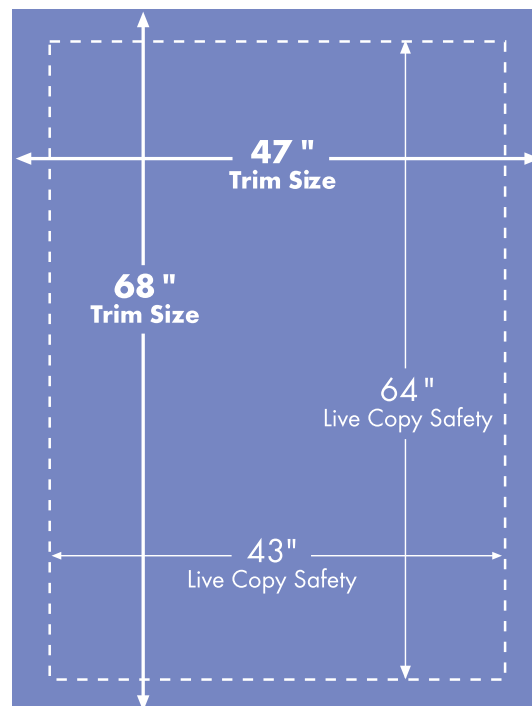
Recommended ANTI-STATIC Product: Armstrong ProSeries Regal AS (Item # 42608) Toll Free: 1-866-627-6588

Recommended Applicator: Axis Global Canada

Tel: 1-416-836-9488



We strive to produce and post quality material, but cannot be held responsible for supplied images that are of poor quality or for artwork that is supplied with errors. We would be pleased to assist you with scanning and prepress work if you so require it. We will match colours to supplied Pantone colour references or colour proofs as closely as possible, but not all Pantone colours can be matched in CMYK printing and some colour variance in images should be expected between proofs and final output due to differences in printing processes. Note that PDFs or other on-screen proofs and proofs from devices that are not certified for colour matching should not be relied upon for accurate colour proofing.



PRODUCTION DELIVERY

Printed material must be delivered, ready for installation, to the shipping address below at least one week prior to the contracted posting date. Clearly mark all materials with advertiser and design name. Late copy may result in incomplete delivery of the contracted showing. Posters must be shipped flat. PATTISON OUTDOOR TRANSIT - 19 Bessemer Court - Unit 3 Vaughan, Ontario L4K 3E1 Contact: Bill Wingrove Office: (905) 282-6800 Direct: (905) 282-6951

Printing being shipped from the United States: U.S. printers must have their own customs broker to process payment of all applicable duties or taxes on the shipment. PATTISON will not process or pay any brokerage, duty or taxes on such shipments.



ART DELIVERY

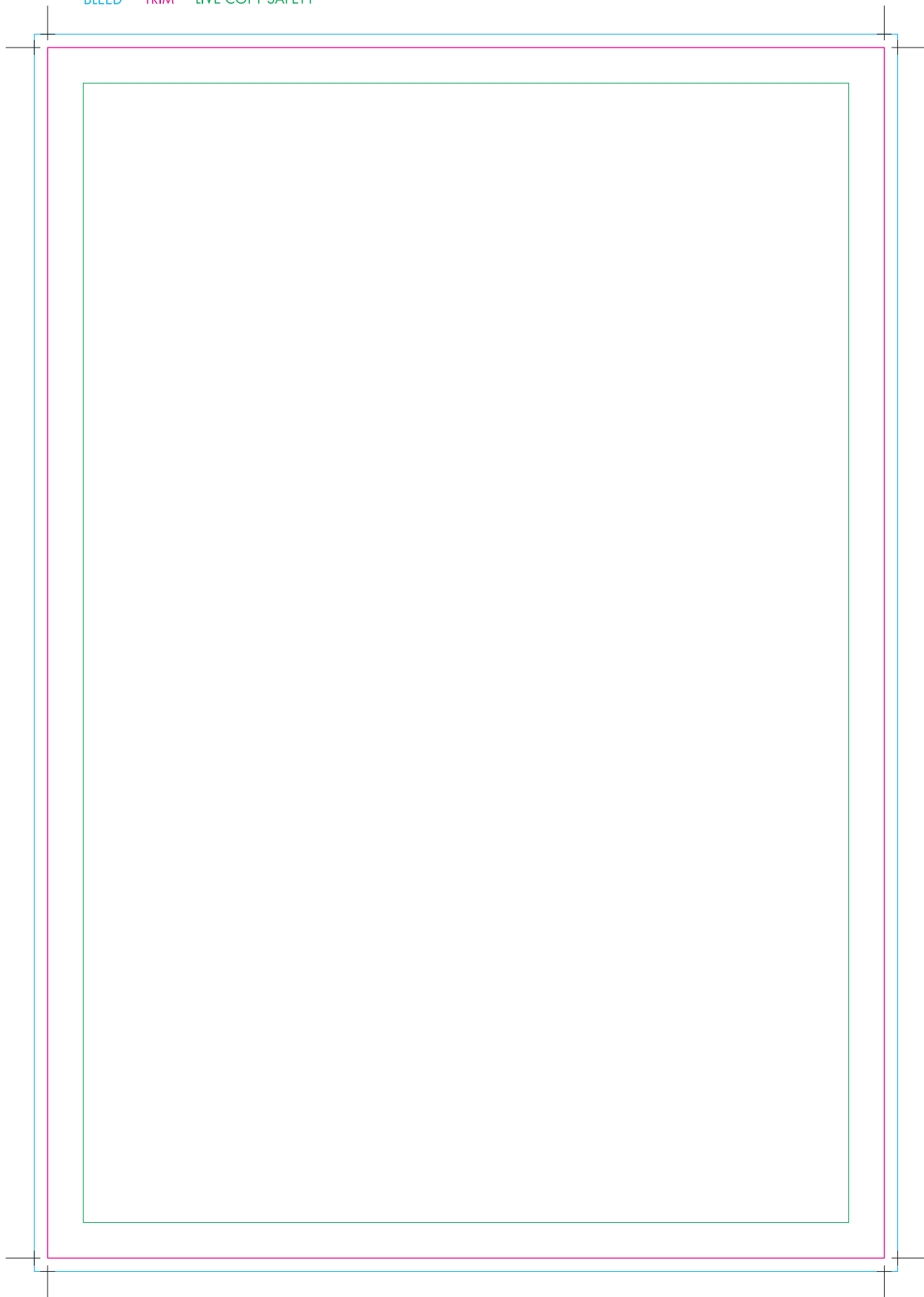
If PATTISON Production Services is supplying your production, upload artwork to:

sendit.pattisonoutdoor.com or pattisonoutdoor.com by clicking CLIENT UPLOAD.

Please fill in the following information boxes:

To: E-mail address of your PATTISON representative
CC: Your sales or production coordinator
From: Your e-mail address
Subject: Job, client or design name

Drag and drop your file(s) into box provided. You MUST wait for the Upload Status Bar to reach 100% before clicking the "Send It" button. Once your upload is submitted successfully you will receive an e-mail confirmation.



PATTISON OUTDOOR ADVERTISING
47" W x 68" H Subway Station Poster
Toronto Transit Commission : Toronto, Ontario

1:8 scale

E009150 SE17

6.04A

All guidelines and outlines are for position only and must be turned off or removed prior to production. Raster images should be placed at 600 ppi when scaled to this template that is at 1:8 final production size. Place images as CMYK .tif or .eps format.

Spot colours should have Pantone references. If a colour match is critical, supply a colour correct hard copy proof for reference.