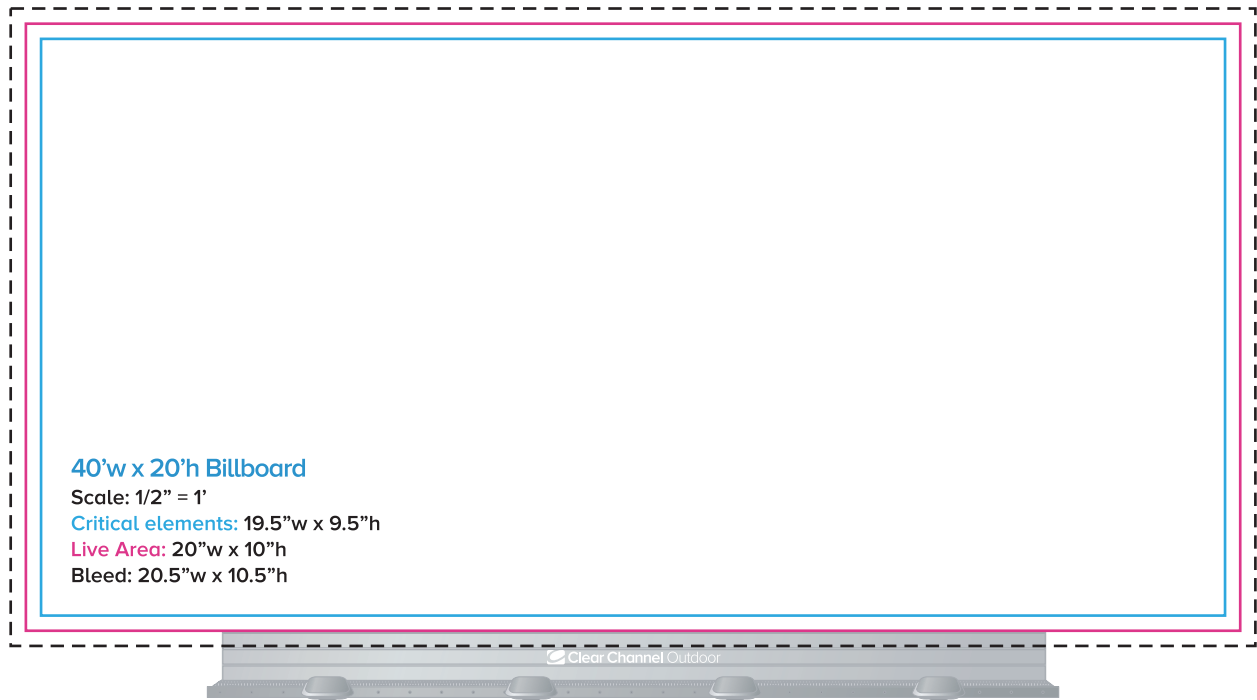


Billboard: 40'w x 20'h



Artwork Requirements

Artwork should be delivered at least 7 days prior to the scheduled display date, formatted to the specifications below.

Mechanical Proportion & Scale

1/2" = 1' @ 300 ppi

1/2" Scale (w x h)	Mechanical Size	Actual Size
Critical Elements	19.5" x 9.5"	39' x 19'
Live Area	20" x 10"	40' x 20'
Bleed	20.5" x 10.5"	41' x 21'

Digital File Specifications

Digital files formatted for a Windows system can be submitted via CD/DVD, USB drive or any file transfer site.

Preferred file formats:

- Corel Draw X3 or X5 files.
- Include the original source files for all linked and imported images or graphics.
- If your file contains only CMYK colours and images, without any transparency or effects then you may provide a PDF file (See Note: Creating a PDF file from Corel Draw).
- If your file contains a mixture of RGB and CMYK colours or transparency or any effects do not convert to PDF. Please supply the native Corel Draw file.
- Either convert all fonts to 'Curves' or provide the Font files for the fonts used.

Creating a PDF file from Corel Draw

Convert your Corel draw files to PDF by using 'Print' command and selecting 'Adobe PDF' from the printers list. Do not use the 'Publish to PDF' option from Corel Draw or any other PDF creation software other than Adobe Acrobat. The only way to guarantee a PDF file will print correctly is to Print the file through the Adobe Acrobat Printer driver. If you do not have Adobe Acrobat we recommend that you provide the original Corel Draw file.

Use the [Press Quality] job option when printing to PDF. In order to ensure that images do not get down sampled to a lower resolution we recommend changing the [Press Quality] job options and disable image down sampling.

Shipping/Production

Production Considerations

We strongly recommend verifying the final sizes and specs with your CCI representative prior to the production of any artwork.

Shipping Requirements

Clients who supply finished materials (printed vinyl/flex) must ensure that they are received 1 day prior to the scheduled display date.

We also request that the finished materials (printed vinyl/flex) be supplied properly packed and a label mentioning the Client name, Campaign reference and Site location with a reference picture of the artwork be attached.