



Art Specs

Advertisement Sizes:

Small 10.5x48(small bus only) Medium 17x48 Large 17x68 Xtra Large Two 10.5x68 ads

Production Ready Setup Files should be sent production ready, at 100% scale and elements placed. If your files are not actual size, please indicate the scale in which they were produced. Two DIFFERENT files should be created and submitted - the second for use on shorter buses. Ad sizes are as follows:

Layout Instructions: *For 17x68. 17x48 and 10.5x48 creative size*

There are two different variations to layout the creative to address the black rub rail on school buses (Rub rails are 3 inches) the first is to leave 1/2 to 1 ½ inch at the top and bottom so that the lettering will fit as shown see attached sample 1:

Sample 1



Second Variation:

On the second variation provide 3 inches from the top and 3 inches from the bottom see sample 2:

Sample 2







The length of the art work should allow atleast 1 inch from the edge of each end and the height should be no more than $\frac{1}{2}$ from the edge top and bottom.

Sample 3 *10.5x48 can be created exact size (small ads are placed on each side of small buses) Also the Two Xtra large ads 10.5x68 will look similar to Sample 3 but 2 foot longer.*



Setup Guidelines:

Bleed: Include at least 1 inch bleed past the finished size. **Safe Area:** Important message information should be centered within a 16."x67" area to try and limit distortion from rub-rails. **Fonts:** Include all fonts used on the graphic even if all the type has been converted to outlines. **Color Format:** Convert all RGB files to CMYK and if possible, submit a layered version of your file (color matching the "yellow" bus paint cannot be done). **Inks:** Rich Black (Graphics Standard) - C-30 / M-30 / Y-20 / K-100

Formats:PDF files are recommended

Acceptable method of file delivery:

Third-Party Service: A 3rd Party service like, Google Drive, DropBox or YouSendit.com may be used (sent to this email schoolbusadvertising@gmail.com). **E-Mail:** Files may be emailed only if the file size is 50MB or less.

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