



TRANSIT SHELTERS



24-HOUR
VISIBILITY

Showcase

PEDESTRIAN
&
VEHICLES

BENEFITS

- Offers outstanding visibility and quality impressions with a glass showcase
- Delivers high circulation figures due to its curbside positioning along main roadways
- Maintains high visual impact 24 hours a day, using back-lit illumination
- Economical medium providing low cost impressions

DISTRIBUTION

- Penetrates areas where other out-of-home coverage is limited or unavailable
- Available in select major metropolitan markets

SIZE

- Copy Area: H 65" x W 44"

PRODUCTION

- Excellent four-color reproduction
- The cost of paper varies according to the complexity of the design and the quantity ordered

CONTRACT TERMS

- Typically purchased four weeks or longer
- Purchased in showings using OOH Ratings to determine reach percentage of targeted population

LAYOUT

- Bleed area H 17.25" x W 12"
- Copy area H 16.25" x W 11"
- Size is based on a 1/4" = 1" scale

DIGITAL REQUIREMENTS

- 600dpi at 1/2" = 1' scale. CMYK File
- Submit files with online file transferring website or FTP
- Software: Illustrator, Photoshop, & InDesign
- Specify Pantone colors for all flat tones.
- Include font files OR convert to paths/outlines
- Photoshop exports must be saved as .eps or .tif images

