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**Design Specs for Bus Graphics**

**DIGITAL ARTWORK REQUIREMENTS:**

* **FILE FORMATS ACCEPTED:**Adobe Illustrator CC (.ai/.eps), or layered Photoshop files (.psd/.psb)
* Raster images – **72 DPI** **CREATED AT FINAL SIZE (100%)**.

**NOTES FOR SPECIFIC PROGRAMS**

* Work in 1:10 scale for Illustrator (*please confirm scale that the files are built at when submitting art*)
* Work in 1:1 scale for Photoshop (if possible) *(please confirm scale that the files are built at when submitting art)*
* Keep all layers, keep all paths in Photoshop
* Embed your image and vector. DO NOT leave them linked or in the CC Library
* Be sure to have at least 4‘’ of bleed all around

**COLORS:**

* All files should be set up as a CMYK document
* Provide all the Pantone values for important colors that may be integral to your branding (logos, taglines, company colors)

**FONTS:**

* **C**onvert all your text to outlines or shapes depending on which program is being used.
* When using Photoshop select text layers and convert to shape
* IF you don’t outline fonts, please, include all of them in the folder before sending

**DELIVERY:**

* Send all files via your file sharing software to [lisa.lanna@newsdaycommunications.com](mailto:lisa.lanna@newsdaycommunications.com).
* ALSO send low res files of artwork to Lisa Lanna as an attachment (pdf or jpg) to be used for approval by ASCRS
* Direct any questions about printing To Lisa Lanna, 202-365-6688, or

Lisa.Lanna@NewsdayCommunincations.com.

All advertising is subject to approval by ASCRS.

Note that we cannot guarantee that graphics will be applied to a plain white or black bus. Often bus suppliers have their own branding on the buses that may be visible below or to the right and left of graphics applied to buses. We will make a best effort to apply graphics in a way that any bus company graphics do not interfere with artwork. Proofs on a standard template will be provided to advertiser in advance for approval but final product may differ slightly and bus type shown on proof is subject to change. Refunds will not be issued for imperfections in printing or installation that are beyond our control.

We can accommodate late artwork, but additional fees may be assessed if printer charges late fees or if shipping costs are higher for last minute shipping.