OAAA | Production

Allan Atkins, Independent's Service Company

Rod Rackley, Circle Graphics

Tony Alwin, Clear Channel Outdoor

Basic Production & Art Specifications

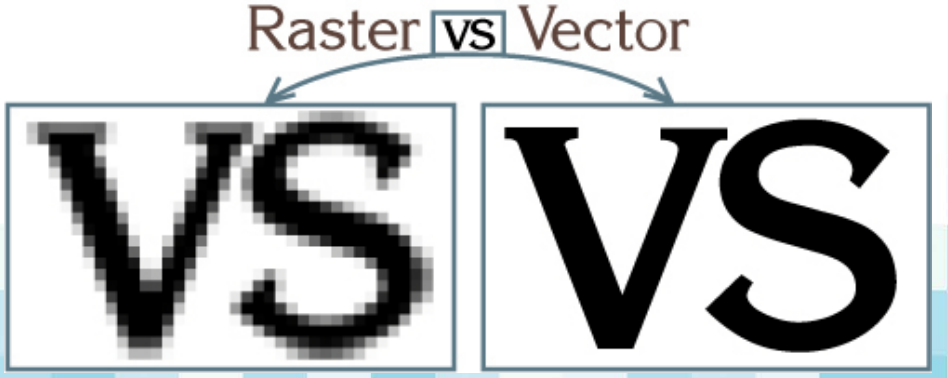
Artwork Overview

- Programs supported include **Quark Xpress**, **InDesign**, **Photoshop** and **Illustrator**.
- Packaged Quark or InDesign files are preferred.
- Art must be saved as CYMK/process colors. Solid blacks should be a “rich black” of 50C/50M/50Y/100K.
- Files must have crop marks.
- Files must have adequate bleed. Keep in mind that some outdoor products may require significant additional bleed to accommodate pocket or other finishing considerations.
- PDF files, while convenient, can be difficult to reformat/resize. If you need your printer to edit your layout you should submit your files in the native application format (along w/ all necessary links and fonts).

Raster vs. Vector Data

- **Vector** elements are point-to-point renderings and can be scaled infinitely while maintaining clarity and small file size. Examples include live typefaces (fonts must be provided with the file), outlined type, line art that is saved as paths and gradients created in InDesign, Quark or Illustrator. From a production standpoint, vector data is always preferred to a raster conversion.

- **Raster** data is any continuous tone or photographic image that has a resolution, such as a PSD, TIFF or JPG. Raster data has a fixed resolution and cannot be scaled up without compromising quality.



What software should I use?

- Mechanicals that are primarily vector art and type, with or without raster elements should always be done in Quark or InDesign, to keep vector data clean and keep file size from becoming unnecessarily large.

- Mechanicals that are primarily raster (photographic) images are sometimes done in Photoshop for the sake of convenience; however, Photoshop is not optimal for production and this may cause files to be unnecessarily large.

Scale

- Due to the larger print sizes of outdoor media, few mechanicals are prepared at full size. They will need to be prepared at a smaller scale that is more practical to work with.

- Mechanicals may be prepared at any scale as long as it is in proportion. Easy conversions include 1” = 1’, ½ scale, ¼ scale, 1/10 scale, etc.

- When scaling your artwork, keep in mind the effective resolution (at the full printed size) of any raster images. You will have to divide the size of the images in your file by the factor at which you have scaled it to make sure the images are large enough for reproduction. For example, the resolution of images in a file prepared at ½ size will actually be reproduced at a resolution that is half what it is in the mechanical.

Typical Printed Resolutions

- Outdoor: 18-25 ppi at full printed size
- Transit: 80-100 ppi at full printed size

	Product	Live Area (H x W)	Finished Area (Printed Area)	Target Resolution	Scale	Mechanical Size	Resolution (in mechanical)
BULLETINS	Bulletin Wrap 14' x 48'	14' x 48'	15' x 49'	18-20	1" = 1"	15" x 49"	216-240 ppi
	Bulletin Wrap 10.5' x 36'	10.5' x 36'	11.5' x 37'	18-20	1" = 1"	11.5" x 37"	216-240 ppi
	Bulletin Wrap 12' x 25'	12' x 25'	13' x 26'	18-20	1" = 1"	13" x 26"	216-240 ppi
	Bulletin Wrap 20' x 60'	20' x 60'	21' x 61'	18-20	1/2" = 1"	10.5" x 30.5"	432-480 ppi
	Note: Bulletin wraps generally require 6" of bleed around all four sides making the Finished Area one foot greater than the Live Area all around.						

	Product	Live Area & Finished Area Equal (H x W)	Target Resolution	Scale	Mechanical Size	Resolution (in mechanical)
POSTERS	Single Sheet PE Posters (Eco-Posters, 30-Sheet Paper)	10'5" x 22'8" (125" x 272")	18-20	1/10	12.5" x 27.2"	180-200
TRANSIT	Bus King	30" x 144"	80-100	1/4	7.5" x 36"	320-400
	Bus Queen	30" x 88"	80-100	1/2	15" x 44"	160-200
	Rail 2 Sheet	46" x 60"	80-100	1/2	23" x 30"	160-200
	Urban Panel	30" x 60"	80-100	1/2	15" x 30"	160-200
	Transit Shelter	68.5" x 47.5"	80-100	1/2	34.25" x 23.75"	160-200
AIRPORTS/MALLS OTHER	Airport Diorama	43" x 62"	80-100	1/2	21.5" x 31"	160-200
	Mall Diorama	40" x 50"	80-100	1/2	20" x 55"	160-200
	Taxi Top	14" x 48"	80-100	1/2	7" x 24"	160-200
	Mobile Billboard	10' x 22'	80-100	1" = 1"	10" x 22"	960-1200
DIGITAL	Bulletin	14'x48', 10.5'x36'	----	----	400px x 1400px	----
	Poster	11' x 23'	----	----	400px x 840px	----

Preparing your file for output

- **Quark or InDesign**: Use the Collect for Output or Package Job options in the File menu to make sure all the associated files will be included for the printer. Use the Links palette to check the resolution of raster images by dividing the effective resolution by the scale you are using.

- **Illustrator**: Create cropmarks and make outlines (vector art) of fonts. Use Links or Document Info palettes, and check the resolution of raster images by dividing the effective resolution by the scale you are using.

- **Photoshop**: Remember to include bleed and create cropmarks. Use Image Size menu option to check resolution. Remember to divide the resolution of your file by the scale you are using to determine the output resolution. Save as a TIFF w/ LZW compression.

Overage

Due to weather exposure, overage is required for many outdoor media forms, depending upon the type of media and the environment where it will be posted. For planning purposes, a range is provided below; please contact your outdoor provider for specifics.

- Vinyl bulletins: 0%
- Single Sheet PE Posters: 5%-10%
- 8-sheets: 10%
- Transit : 15%-100% per 4 wk period
  (bus, rail and subway interiors and exteriors)
- Street Furniture : 10%-25% per 4 wk period
  (bus shelters, magazine racks, urban panels, kiosks)
- Mall kiosks, airport dioramas: 0%

Getting a quote

- In order to get an accurate quote for printing your outdoor campaign:
  - Quantity (including exact overage amounts)
  - Size
  - Material to print on
  - Finishing specifics (clear coat, grommets, pockets, etc.)

- In order to get an accurate quote for shipping your outdoor campaign:
  - Shipping method (Ground, 2DA, NDA)
  - Ship to location (zip code)

The Printing Process



The Printing Process

1. File preparation

1. Art file needs to be in proportion to the final size, ex: 1” = 1’ scale. No need to set up at actual size.
2. Fonts should be converted to outlines or be included with the files. Linked files should be embedded or included separately.
3. Name the file with alpha-numeric characters. File names that easily relate the designs and sizes are helpful.
4. Color mode should generally be CMYK.

The Printing Process

2. Sending Files & Color Targets

1. Put related files in folders and compress folder before sending.
2. If file is really large (over 300MB), considering breaking it up into multiple folders.
3. Upload art to the printers upload site or by sending the printer a link for artwork (so the printer can go get the art).
4. Hard copy color targets are always a good idea for your larger campaigns and super color critical clients. These are generally sent via overnight courier direct to your printer.

The Printing Process

3. **Proofing**

1. There are 3 main types of proofs your printer can provide:
   - **PDF (online) Proof:** least color accurate but good for layout and critical element viewing
   - **Hardcopy–Inkjet:** color accurate but not on production substrate nor production ink
   - **Hardcopy–Mini:** most accurate proof form on same substrate, same ink and same press as final production
2. Clients generally receive an online proof within 24 hours of the art submission and a hardcopy either 24 or 48 hours following art receipt.



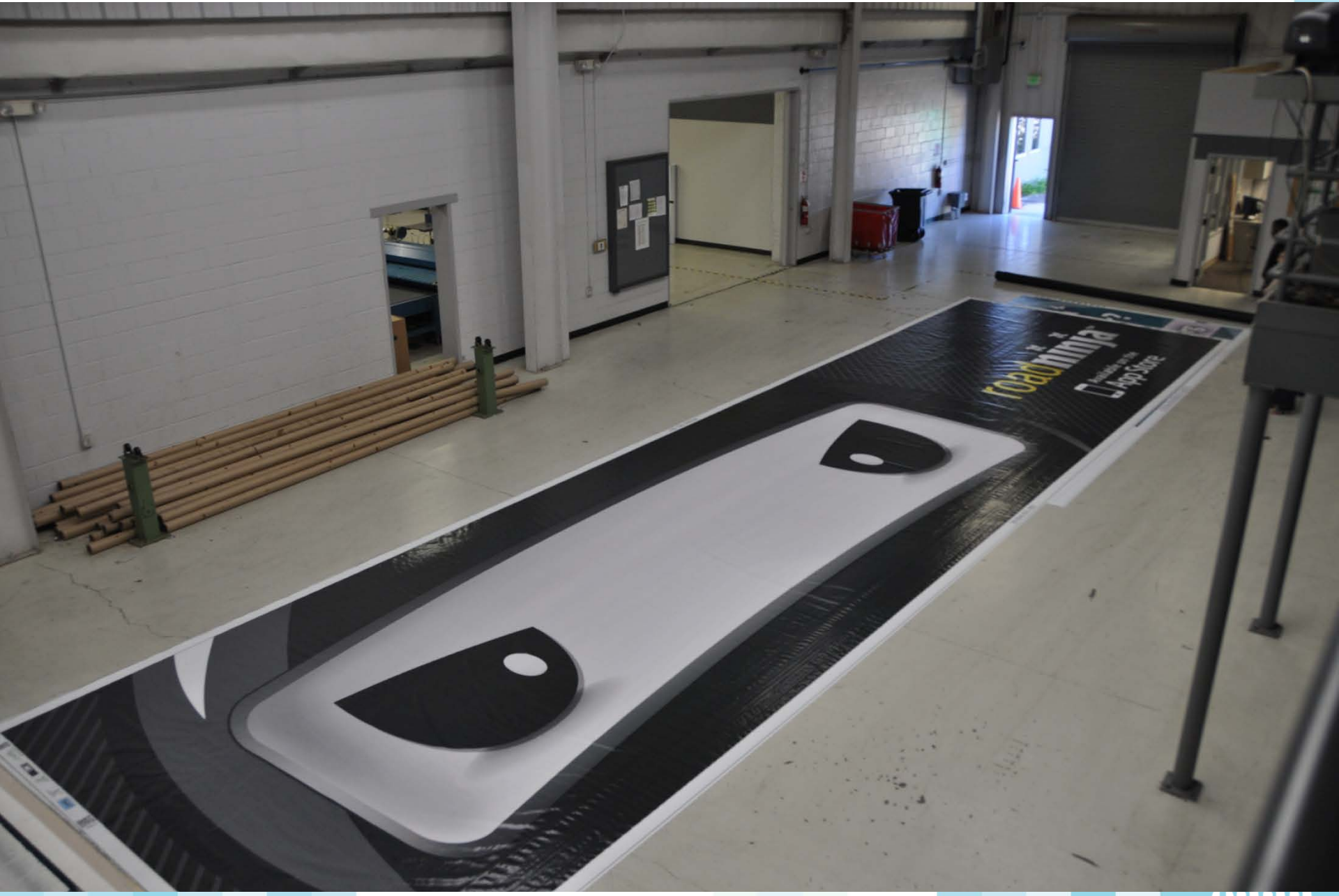
The Printing Process

4. Printing

1. Print time: (1) 14x48 can print in ~30 minutes, a single sheet poster can print in 6 minutes.
2. Substrates include: PVC/Vinyl flex, polyethylene (PE), paper, self adhesive vinyl, mesh vinyl, backlit vinyl
3. Inks: UV curable or solvent ink, inks have UV inhibitors that offer protection from exposure to the sun. Note : a 14x48 requires ~1 liter of ink.
4. Warranty: PE posters for 60 days, PE bulletins for 1 year, Vinyl Bulletins for 2 years
5. Bulletins & most Posters have special pockets welded to the back of the vinyl.






roadmaster



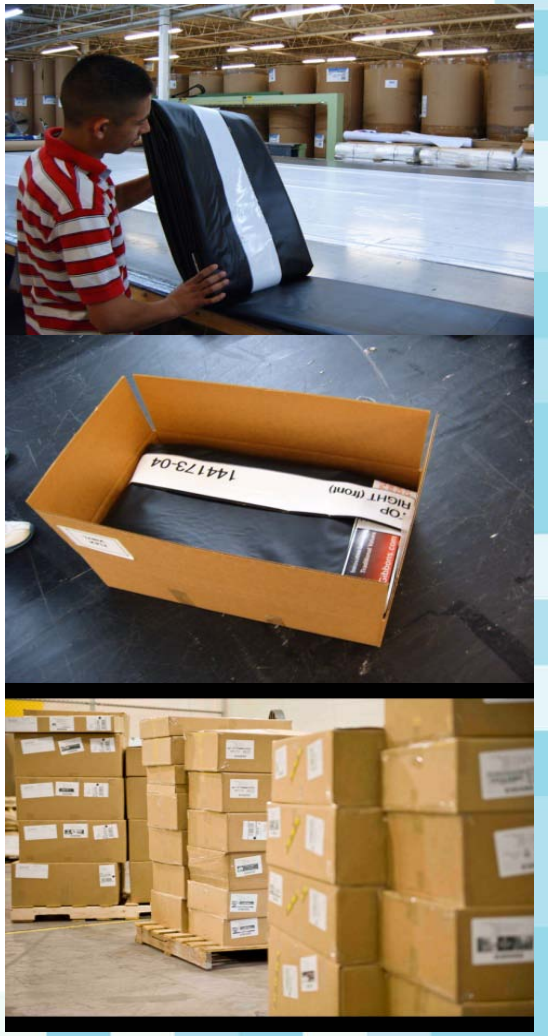
The Printing Process

5. Turn Times (production)

1. This will vary depending on printer, and size of campaign, but most ship 2 to 4 days after the proof has been approved.
2. Many printers can execute “same-day” print ship so don’t hesitate to ask your preferred printer.

6. Tracking

1. Shipping notifications are generally e-mailed when products ship with a link to track it online.



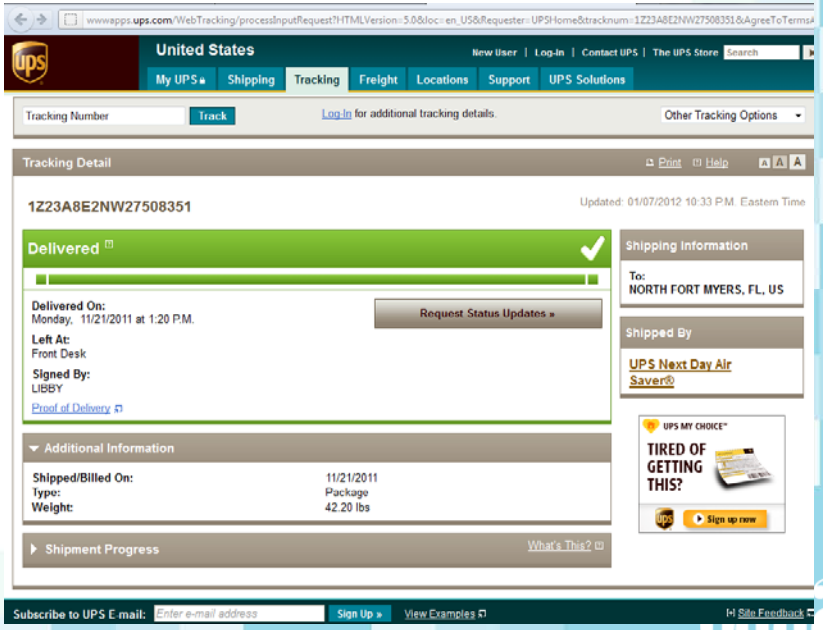


The Printing Process

7. Proof of delivery

1. Provided by the company (ex: FedEx) that shipped the product, and generally also available on the printing company's order tracking system.

Line #	Qty	Product Size (H x W)	Advertiser / Design	View Proof	Tracking # / Qty in Pkg / Ship Date	Actual Ship Method / Expected Arrival Date	Shipping Address
1	3	Vinyl Flex - Lightweight (14'0" x 48'0")	Humana Insurance 2 / Miami Bulletin	Click Here	1Z23A8E2NW27508351 1 qty 11/19/2011 13:08	UPS NDA 11/21/2011	Scott Carter Signs 6350 SLATER MILL WAY NORTH FORT MYERS, FL 33917-6645
					1Z23A8E2NW27512186 1 qty 11/20/2011 10:39	UPS NDA 11/21/2011	
					1Z23A8E2NW27512195 1 qty 11/20/2011 10:41	UPS NDA 11/21/2011	
2	7	HR-Eco-Backlit-Shelter (0'60.5" x 0'42.5")	Humana Insurance 2 / Miami Bus Shelter	Click Here	1Z23A8E2NW27506755 7 qty 11/19/2011 09:45	UPS NDA 11/21/2011	Fuel Outdoor 2610 N MIAMI AVE MIAMI, FL 33127-4438
3	6	PE-Eco-Poster Single Sheet (10'5" x 22'8")	Humana Insurance 2 / Miami 30-Sheet	Click Here	1Z23A8E2NW27514880 6 qty 11/20/2011 16:28	UPS NDA 11/21/2011	Clear Channel Outdoor-Miami 5800 NW 77TH CT MIAMI, FL 33166-3509
4	4	HR-Eco-Backlit-Shelter (0'69" x 0'48")	Humana Insurance 2 / Ft Lauderdale Bus Shelter	Click Here	1Z23A8E2NW27506764 4 qty 11/19/2011 09:46	UPS NDA 11/21/2011	Clear Channel Outdoor-Miami 5800 NW 77TH CT MIAMI, FL 33166-3509



LIFE CYCLE OF A PE (Polyethylene) POSTER



Make New Stuff



Prepress



Print



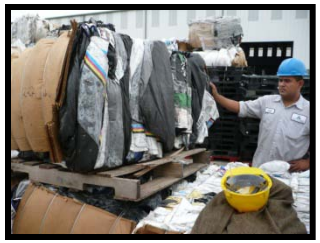
Post



Bale



Recycle





Pelletize



Product Overview


NEW
92.3
NOW
FM
923NOW.com
COMMERCIAL FREE MONDAYS


barstools
express.com


planet fitness
10 BUCKS A MONTH
Waterford · Groton · PlanetFitness.com
03/06/2012

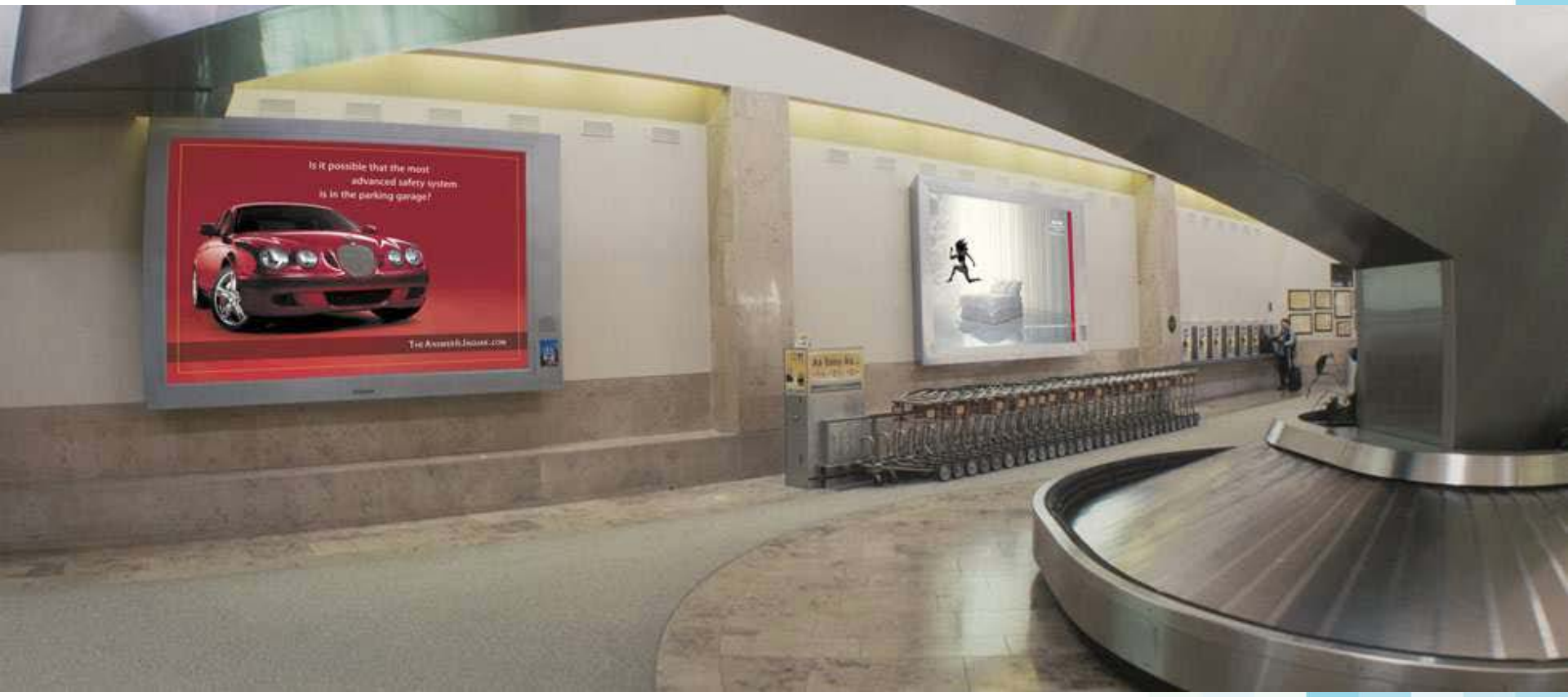

asics
DASH
Hollywood
LADOT
HULK
JUNE 13


LITTMAN JEWELERS
DIRECTORY
THE INSURANCE EQUIVALENT TO THE PERFECT JEANS
Switch to Nationwide Insurance to save up to $500 plus get coverage you can stick with.
Nationwide is On Your Side
Nationwide Insurance
DAKOTA WATCH COMPANY


DRINK AT YOUR
OWN PACE
i'm lovin' it
NOT IN SERVICE
Fare $2.25


GET INTO THE JOB MARKET FAST
QUICK & AFFORDABLE TRAINING
Medical Assistant
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Patient Care Technician
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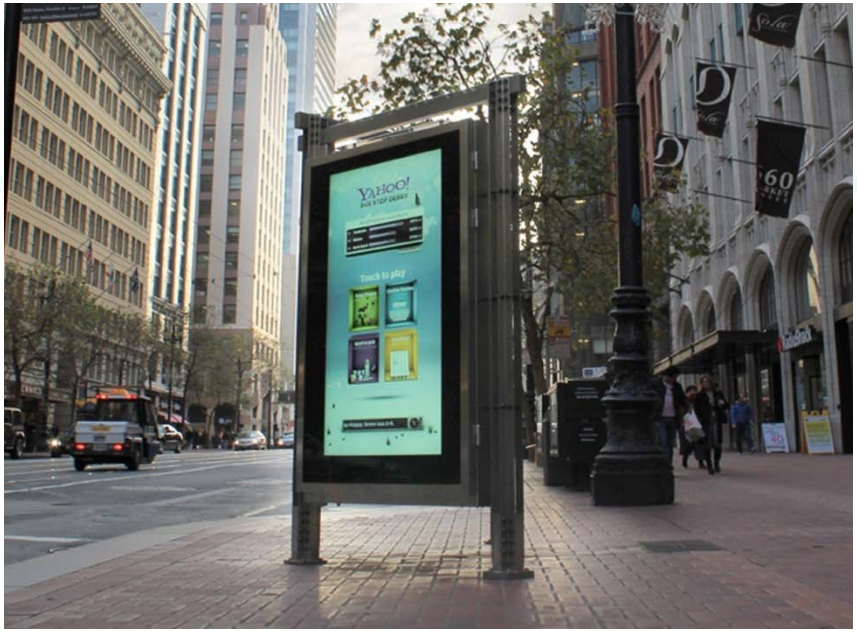

99¢ LATTES
WHY WAIT?
DUNKIN' DONUTS
Latte
10oz 99¢ plus applicable taxes
DUNKIN' DONUTS


Is it possible that the most
advanced safety system
is in the parking garage?


SNACKONOMICS


Laugh at heat waves.
I'm lovin' it

Digital


YAHOO!
Touch to play


OPENING JANUARY 20TH
00 : 11 : 37
DAYS HRS MINS
DUNKIN' DONUTS


IN 2 DAYS
IT'S HERE!
TACO BELL
new! Doritos LOCOS TACOS

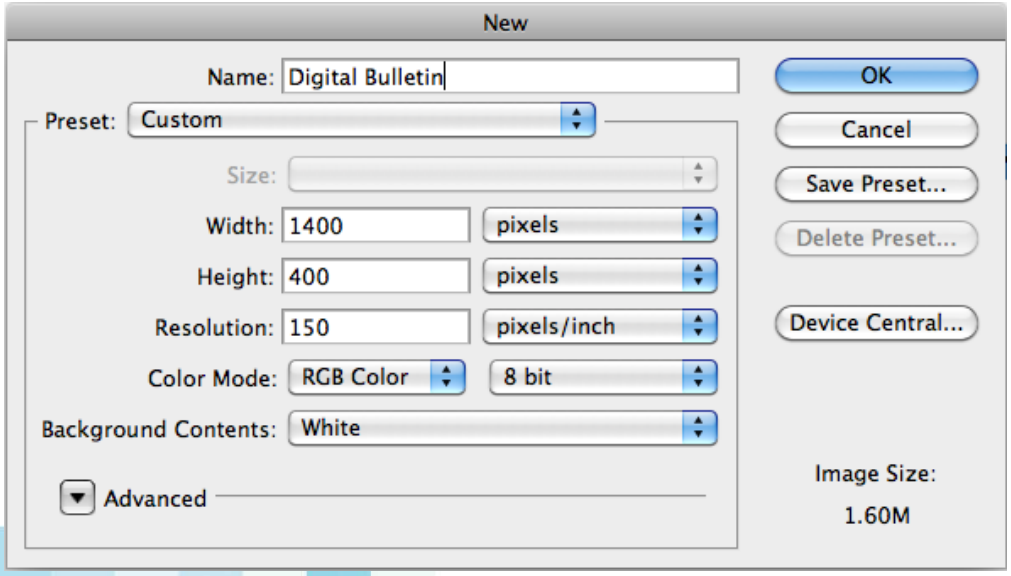
oaaa

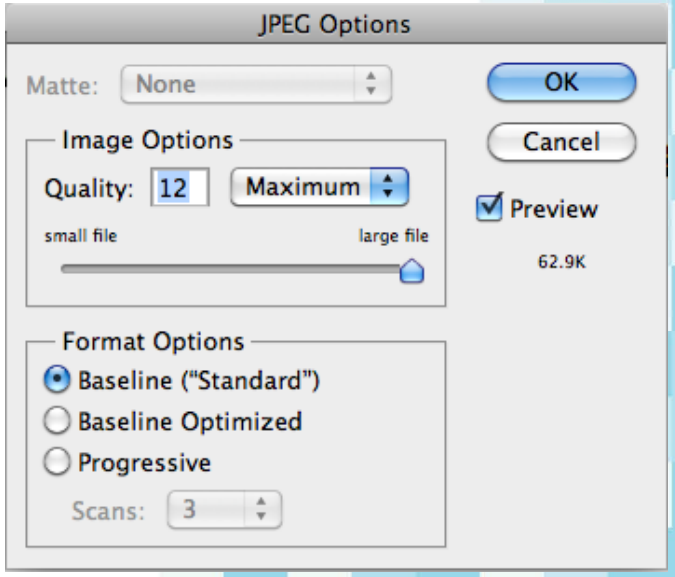
Digital Information

1. Overview
2. Differences from printed
3. Color differences
4. Other tips
   - Avoid white backgrounds
   - Try it out on location

File Type

- Always RGB
- JPEG saved at the highest setting (12 in Photoshop)
- Do not compress the JPEG
- Note that PIXELS/INCH does not matter, only for printing

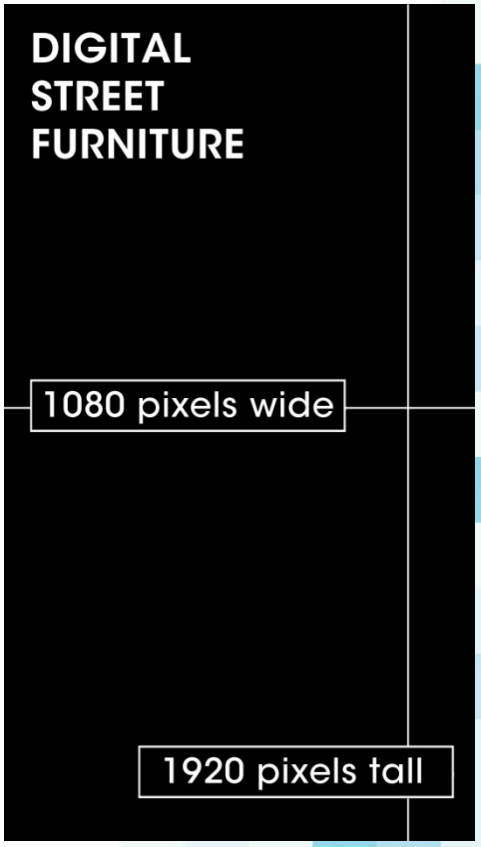




Three main sizes







Pixel Dimensions

- **Digital Bulletin** 400 pixels tall x 1400 pixels wide
- **Digital Poster** 400 pixels tall x 840 pixels wide
- **Digital Shelter** (Vertical) 1920 pixels tall x 1080 pixels wide
- **Digital 20x60** is 600 pixels tall x 1800 pixels wide
- DPI does not come into play (no printing)

*Airports, In-Store Networks, Taxi & Mall may vary

Disclaimers

1. Text that needs to be included for legal reasons, viewed in photographs, or by someone standing closer with the intent of reading the disclaimer can be substantially smaller.
2. High resolution printed material can have letters as small as 1".
3. Printed vinyl for bulletins and posters can have text as small as 2".
4. Digital LED displays depend on the resolution of the display and need to include at least 8 LED diodes. (Example: A 20 mm display will have one LED diode every 20 mm so 20 x 8 = 160 mm or about 6 inches. So on a 20 mm LED digital display text should not be any smaller than 6” actual size

Myths and FAQ’s

File Size

More than many other types of media, *Outdoor* has variable requirements for resolution. A billboard seen from the highway doesn't need to gigantic resolution.

An unnecessarily large file (e.g., a 1 to 5 gig file) can take up to half an hour to open and down sample. In reality, your printer is going to print a file that is about 100 MB for a Bulletin and 75MB for a Poster.

What's the "cost" of sending a larger file than needed? **TIME … which means slower turnaround for your proofs and production.**

- Time to upload (it can take hours to upload or download)
- Time to decompress a large folder/file
- Time to opening up and down sample

What to do if image resolution isn’t high enough?

Anything can be printed. But not everything should. If you’re image isn’t high enough quality to make a good impression on a viewer, consider a few other options.

- **Use a stock image -** Most printers will work with you to find an image suitable for what you are trying to advertise, and most times this will come at now additional cost.

- **Re-take the image -** Bad images are bad for your business-image; good one’s are great for it. If you absolutely must show the exact product, put forth the time and budget to have it properly documented.

- **Consider having a vector illustration made -** Most printers have artists on staff who can to this at a nominal fee.

- **Consider a purely typographic layout -** No doubt about it, type is strong. Many times a layout using strong typography is much more effective than an image.

Do printers keep a database of all your files?

- In short: we do not live in a perfect world. Printers do try to keep a copy of all files they print in case a job should be referenced or re-ordered. However, files are corruptible, and nothing is certain. It is a good idea always to keep a copy of your design, in the unlikely event that something happens to your printers' copy.

Grab Bag

- Printers can execute rapidly
- Proofs & press checks
- Who gets what (posters)? (Trust your printer)
- Pro bono printing has a cost

Questions?