



Gas Pump Billboard Artwork Submission Guidelines

Computer Document Dimensions

When you create your billboard please make your computer document the exact size listed below. These sizes allow for a lamination border and fit exactly in the appropriate pump toppers.

	TOPPER NAME	HEIGHT IN INCHES	WIDTH IN INCHES
<input type="checkbox"/>	Universal Topper (12 x 20)	11.818	19.704
<input type="checkbox"/>	Twin Topper	11	14
<input type="checkbox"/>	Mobil	13.582	29.165
<input type="checkbox"/>	Shell	10.44	23.494

Computer Applications to use

Captive Audience Advertising utilizes the Macintosh computer system for production of all billboards. We prefer files submitted in QuarkXpress 6.5 or lower. Files can be submitted in Macromedia FreeHand MX or lower, Adobe Illustrator CS2 or lower, or Adobe InDesign CS2. You can also submit your artwork in a full-sized, high-resolution, Adobe Photoshop TIFF, EPS, or PSD file. **Files must be created at the exact dimensions listed above.**

Viewable image area

To obtain the "viewable image area" reserve at least one half inch (.5") around the perimeter of your ad for the topper frame. This will insure your artwork is not covered. You can utilize a bleed in your artwork, but all pertinent information should stay within the viewable image area.

Image resolution and format

All images should be saved in CMYK color mode in a TIFF or EPS format. High-res scans should be used with a final Photoshop resolution of 300 ppi (pixels per inch). Images at 300 ppi can be scaled up in your document approximately 150% and still print adequately.

What to include

When sending artwork, please include the native document (QuarkXpress file), all scanned images, all vector based logos and artwork, and all typefaces. It is also strongly recommended that you include a hard copy or PDF proof.

Formats that will not work

PDF files cannot be used for production output. Microsoft products such as Word, Excel, Powerpoint, or Publisher also cannot be used for production. If you submit your artwork in one of these formats, Captive Audience Advertising will need to re-build your billboard at our normal design charges.

Submission of artwork

You may submit your artwork on CD-ROM, CD-RW, DVD, via email, or FTP. It is recommended that you do not email a file or compressed archive larger than 5 MB.

Email address: **creative@captive1.com**

FTP Information: Server: **ftp.captive1.com**

User: **creative** / Password: **artwork**

UPS, FedEx, etc. Ship to: **Captive Audience Advertising, Attn: Creative Director,
826 Washington Ave. - Suite 1, Grand Haven, MI 49417**

Mail via the US postal service: **PO BOX 165, Grand Haven, MI 49417**