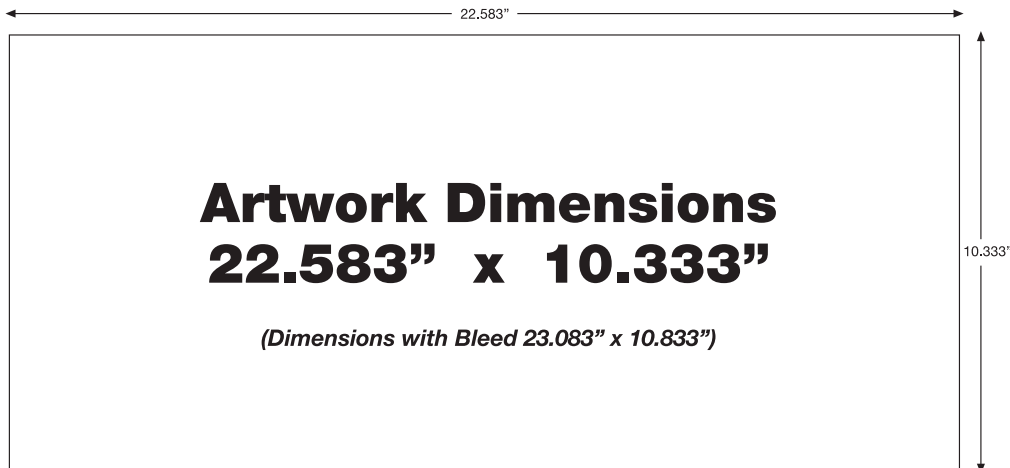




## Mobile Billboard Artwork Submission Guidelines



### COMPUTER ARTWORK DIMENSIONS

When you create your artwork please make your computer document the exact size listed below. You **can** bleed your background image past the Physical Dimension but please keep all information with in the Physical Dimensions.

	Width		Height
<b>Artwork Physical Dimension:</b>	<b>22.583"</b>	<b>x</b>	<b>10.333"</b>
Dimension with Bleed:	23.083"	x	10.833"

### COMPUTER APPLICATIONS TO USE

Captive Audience Advertising utilizes the Macintosh computer system for production of all billboards. **Due to output restrictions for Mobile Billboards we require files to be submitted in Macromedia FreeHand MX or lower, Adobe Illustrator CS2 or lower, or Adobe Photoshop TIFF, EPS, or PSD.** Files must be created at the exact dimensions listed above.

### IMAGE RESOLUTION AND FORMAT

All images should be saved in CMYK color mode as a TIFF format. High-res scans should be used with a final Photoshop resolution of 300 ppi (pixels per inch). These 300 dpi/ppi images should be approximately 100% size to fit your Artwork Physical Dimension.

### WHAT TO INCLUDE

When sending artwork, please include the native document (Illustrator 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.

### 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**