

# AD SPECIFICATIONS

## ACCEPTABLE FILES:

The preferred format is a PDF with the proper resolution.  
Adobe Illustrator and Adobe Photoshop files are preferred for Full Backs and Full Wraps.

## RESOLUTION:

All files should be a minimum of 75 dpi at full size.  
Interior Bus Card quantities of 200 or more will be printed offset and files should be a minimum of 300 dpi at full size.

## COLOR:

All files should be CMYK.

## FONTS:

Please include fonts for files other than PDFs.

## ADVERTISING SIZES:

Interior:	Bus Cards	→	11"H x 28"W
	Bulkheads	→	22"H x 21"W
	LRV Interiors	→	20"H x 17"W
Exterior:	Tails	→	21"H x 72"W
	Queens	→	30"H x 108"W
	Kings	→	30"H x 144"W
	Super Kings	→	30"H x 216"W
Outdoor:	Castle Shannon Panels	→	47"H x 60"W
	First Avenue Panels	→	46.5"H x 58.875"W
	Lytle Panels	→	47.5"H x 46.5"W
	Memorial Hall Panels	→	57.5"H x 55.5"W
	Moon Park n' Ride Panels	→	47"H x 60"W
	South Hills Village Panels	→	55.25"H x 55.25"W
		→	55.25"H x 30.5"W
	Station Square Panels	→	30"H x 108"W
Wilkinsburg Panels	→	43.5"H x 35.5"W	

King Kong with Extensions, Full Backs, and Full Wraps have special sizes. We will work with you to format your creative to the particular vehicle.

## LIVE AREA:

The live area for Interior Bus Cards, Bulkheads and Outdoor Station Panels is 1 inch in from trim size. The live area for South Hills Village Panels is 50.75 x 50.75" and 50.75H x 26.25W." The live area is the trim size for Exterior Posters and LRV Interiors. No bleed necessary except for offset printed interior bus cards (200 or more).

## MATERIAL:

Interior Bus Cards and Bulkheads must be printed on 18pt. coated one side stock. Exteriors, LRV Interiors and Station Square Panels must be printed on 3M or Busmark removable vinyl. Outdoor Panels must be printed on .020 white styrene.

## CREATION:

Advertising design is available by Port Authority in-house creative staff. The cost is \$500, which includes an initial meeting, two layouts, and two client revisions. Any additional layouts or revisions will be \$75 each.

## CONTRACT TERMS:

Port Authority advertisers are required to place the following disclaimer on the bottom right of their ads.

**The views and/or opinions expressed by the advertiser are not necessarily those of Port Authority.**

See disclaimer sheet for more details.

# SPECS

PortAuthority