

Layout Dimensions

Full Size 12”H x 360”W 150 dpi
100% Resolution

Safety Area 11”H x 358”W
100%

Half Size 6”H x 180”W 300 dpi
50% Scale Resolution

Safety Area 5.5”H x 179”W
50% Scale

Accepted Applications and Files Types

Adobe CC or earlier

Illustrator	.AI .EPS .PDF	CMYK
InDesign	.INDD .PDF (PDF/X-4)	CMYK
Photoshop	.PSD .EPS	CMYK

Placed images must be embedded or linked to production mechanical. Fonts must be rasterized or outlined within mechanical. All layout files must be packaged and bundled to include all linked images and fonts. Intersection is not responsible for subsequent defaulting or resulting text reflow.



Creative Due Dates

Art Files are Due 14 Days prior to contracted start date

Please note that if you do not meet these deadlines, your posting date may move beyond the five day posting window with no liability on Intersection's end.

Terms & Conditions: <https://www.intersection.com/ad-terms/>

Client Checklist

- Ensure native files include all linked components
- All print-ready PDF files must be high-resolution
- Match proof(s) of your creative required for on-press color matching
- Note 20% overage is required for this media

File Submission

Native production jobs with linked components must be compressed into a .ZIP file and submitted electronically via our File Transfer Protocol (FTP) address. Please click link below:

<http://upload.intersection.com>

Send all match prints to:

Intersection Print
10 Hudson Yards, Floor 26
New York, NY 10001

All Production Inquiries

intersection-production@intersection.com

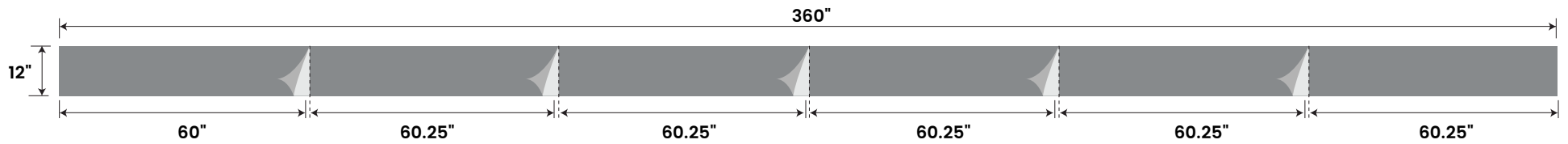
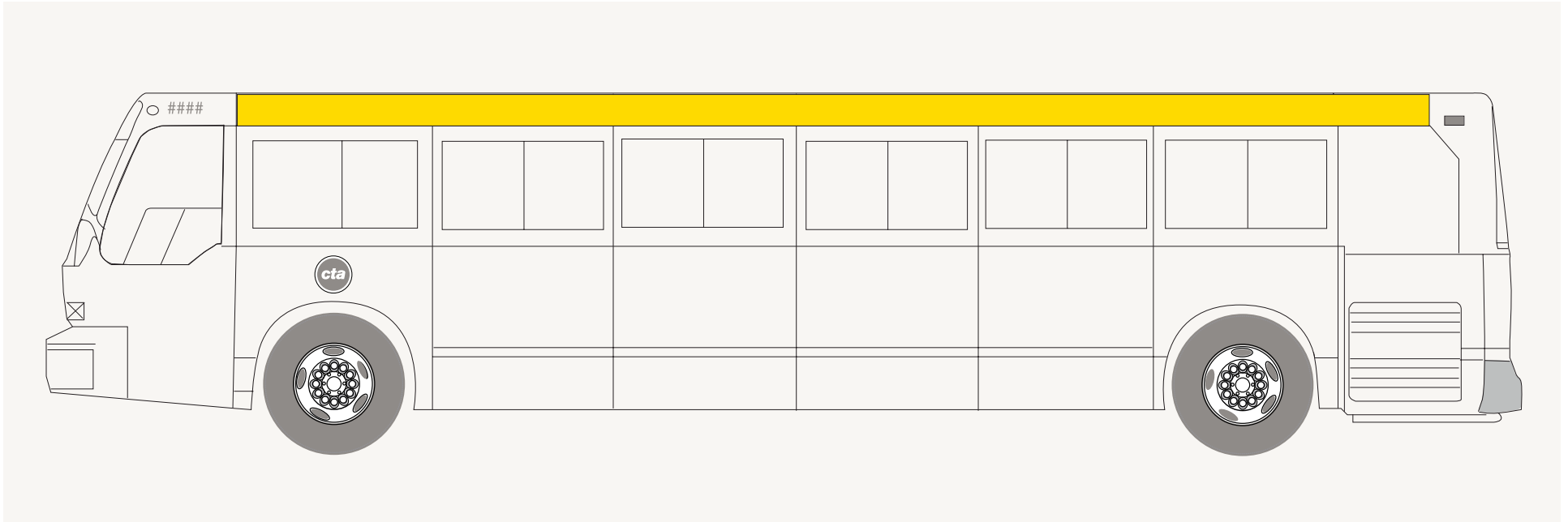
Restrictions and Requirements

ALCOHOL ADVERTISING – all advertisements relating to the sale of alcoholic beverages in the CTA system must contain a statement occupying at least three (3%) percent of the area of the advertisement that says:

THE LEGAL DRINKING AGE IN THE STATE OF ILLINOIS IS 21 YEARS OLD. GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS AND (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR, OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. "PLEASE DRINK RESPONSIBLY."

It is imperative you send pdfs of your campaign to your Intersection Rep. for transit authority (CTA and PACE) approval early in the art process. Sensitive copy that may be rejected includes, but is not limited to: guns, nudity, blood, religion, foul language, poor representation of the public transit authority/system, etc. All copy is subject to review and final approval by the transit authority prior to production. Please allow up to 5 to 7 business days for transit authority review.

Political (allowed on PACE ONLY), testimonial, non-commercial, etc. clients must include within their advertisement a sponsored by notation. **"ADVERTISEMENT PAID FOR BY _____" OR "THIS MESSAGE IS SPONSORED BY _____"**. Exterior ads must have this message in 72 point type, and 24 point for interior ads.



NOTE: Please build creative to the overall dimension. Be sure to keep all important text and images within the safety areas. Have background copy or color bleed to all four sides.

Layout Dimensions

Full Size 30”H x 144”W 150 dpi
100% Resolution

Safety Area 27”H x 141”W
100%

Half Size 15”H x 72”W 300 dpi
50% Scale Resolution

Safety Area 13.5”H x 70.5”W
50% Scale

Accepted Applications and Files Types

Adobe CC or earlier

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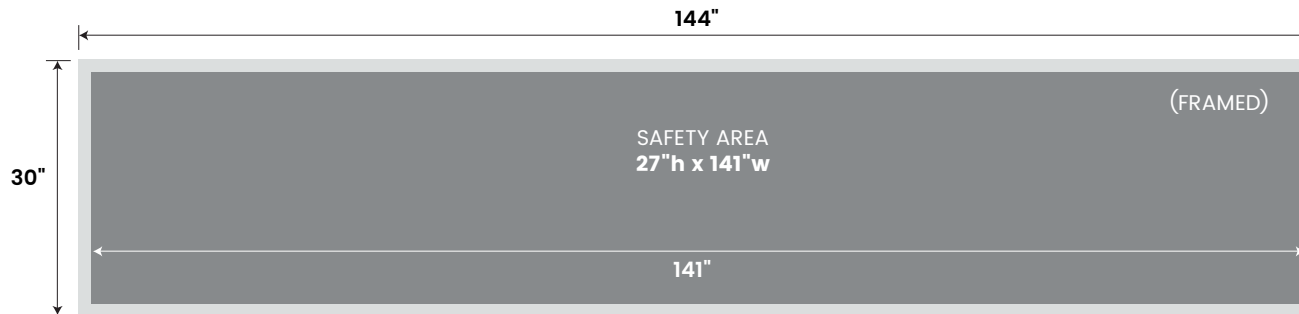
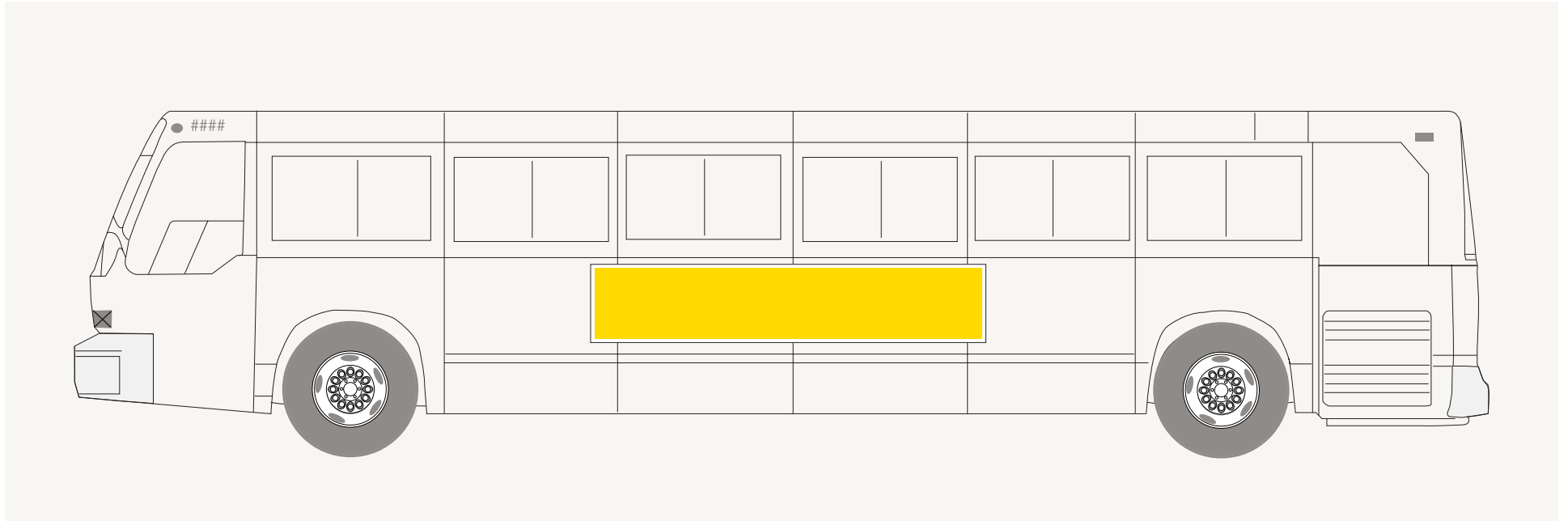
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Layout Dimensions

Full Size 30”H x 96”W 150 dpi
100% Resolution

Safety Area 27”H x 93”W
100%

Half Size 15”H x 48”W 300 dpi
50% Scale Resolution

Safety Area 13.5”H x 46.5”W
50% Scale

Accepted Applications and Files Types

Adobe CC or earlier

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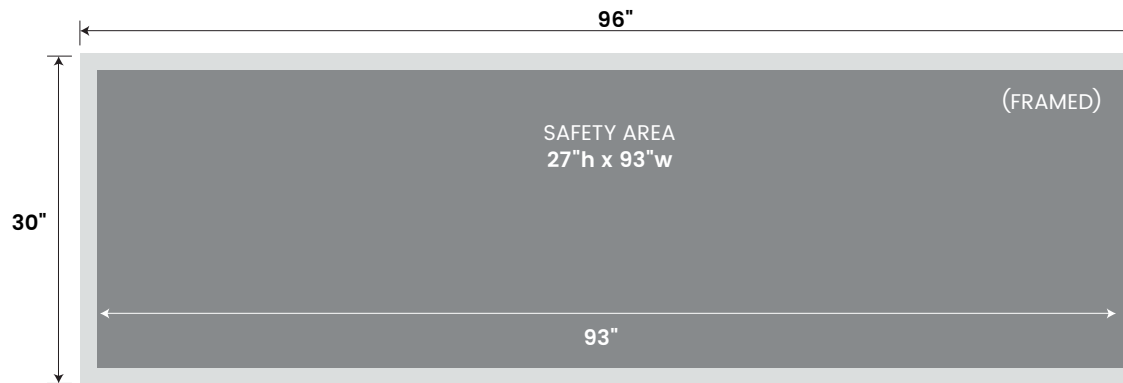
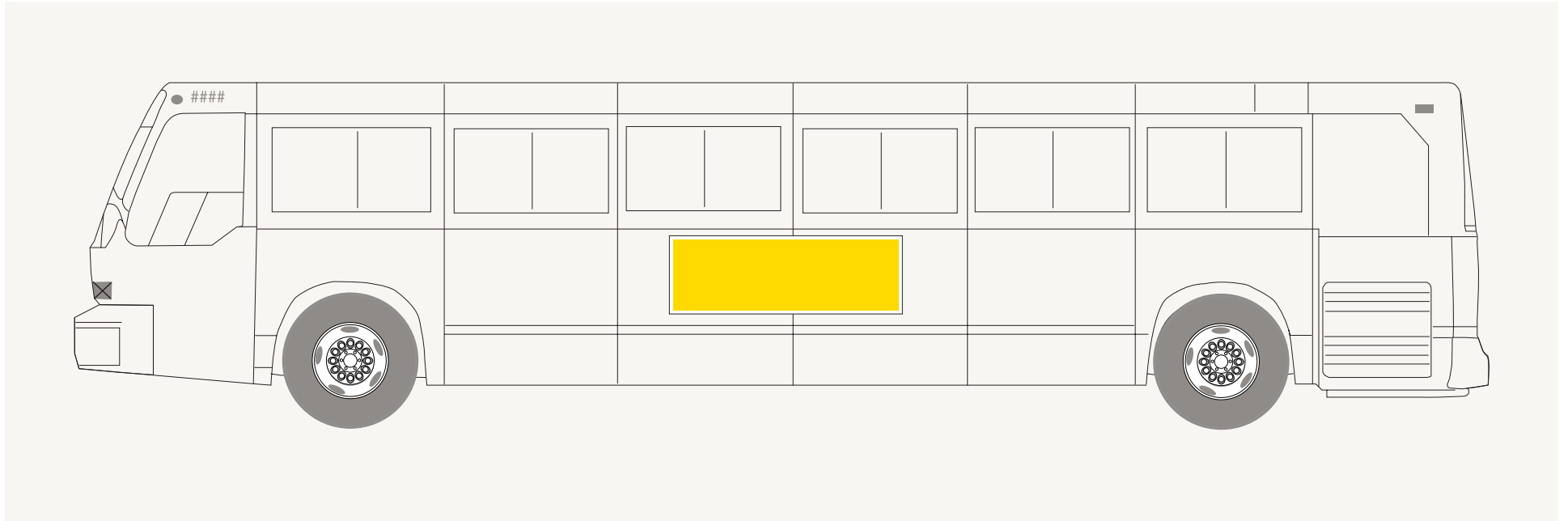
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Layout Dimensions

Full Size 21”H x 72”W 150 dpi
100% Resolution

Safety Area 17”H x 68”W
100%

Half Size 10.5”H x 36”W 300 dpi
50% Scale Resolution

Safety Area 8.5”H x 34”W
50% Scale

Accepted Applications and Files Types

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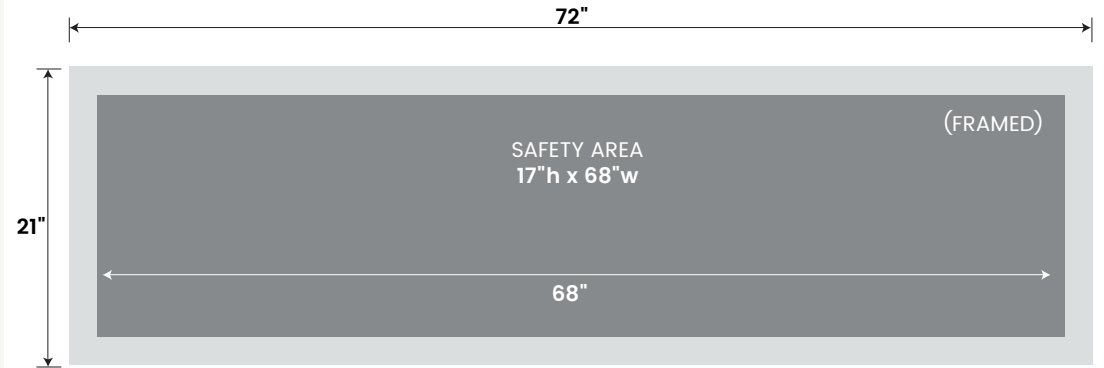
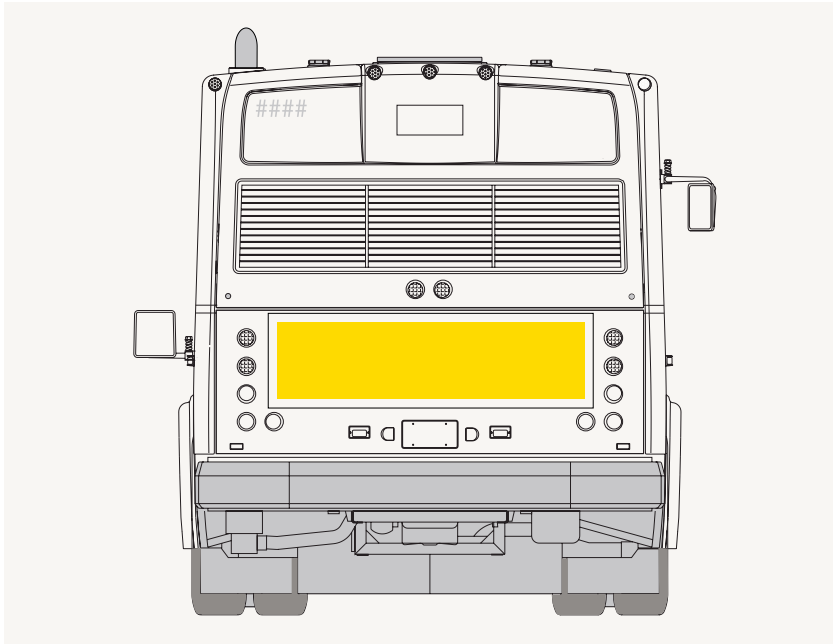
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