

Layout Dimensions

Full Size 11"H x 46.5"W 150 dpi
100% Resolution

Safety Area 10"H x 41.5"W
100%

Half Size 5.5"H x 23.25"W 300 dpi
50% Scale Resolution

Safety Area 5"H x 20.75"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.



Client Checklist

- Please build artwork to overall dimensions at 100% or 50% at the appropriate resolution
- See page 2 for detailed diagrams
- Please pay close attention to the "Restrictions and Requirements" issued on this page
- 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

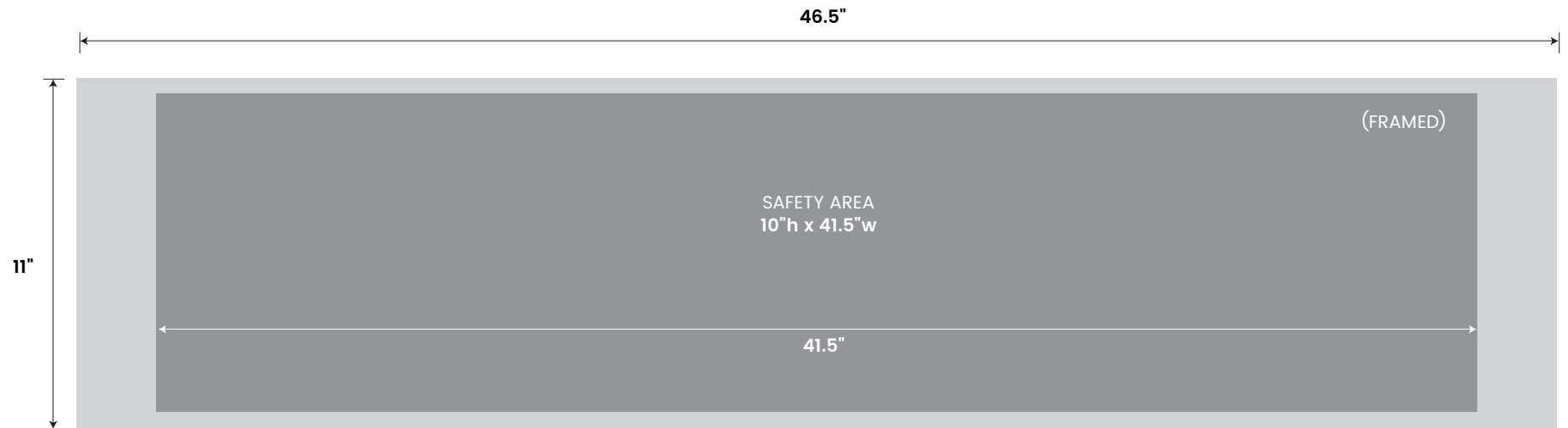
Restrictions and Requirements

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. Have background copy or color bleed to all four sides. If designing for a Brand Bus, please supply creative instruction layout that indicates where each design should go within the car. Templates are available.

DISCLAIMER: If car cards are installed on the 5000 series they may overlap slightly once installed. Please keep all important text/image inside safety area

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Printer

Print Fabrication / Finishing Details

*Required Substrate(s)

18pt. card stock

*Appropriate overlaminates must be used in conjunction with the materials as listed above and/or appropriate UV clear coat.

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Delivery (Printed Materials)

Intersection Operations must receive materials 10 days prior to post date.

Delivery must include:

- Posting instructions
- A laser print of creative for reference
- Labeled boxes to indicate quantities and creative(s).

Shipping Information:

Intersection Operations
Bus Division
1290 N. 25th Avenue
Melrose Park, IL 60160

Warehouse
T: 847.745.5501

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Installation and Removal

Special Instructions

- When installing please follow creative (laser prints) supplied.