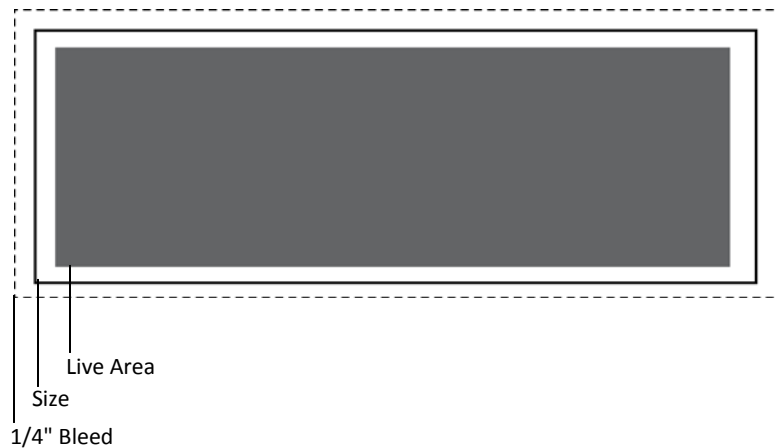


## AD SPECS

Ad	Size	Live Area
Kings	144" x 30"	141" x 27"
Curbs	57.5" x 27.5"	54.5" x 24.5"
Tails	72" x 21"	69" x 18"
Interior Cards	28" x 11"	27" x 9.75"
Full Wraps	n/a	Request a template
Half-wraps	n/a	Request a template
King Kong	n/a	Request a template

## Spec Diagram



## All artwork:

Advertiser may use any sign company that meets the specifications of CityLink. A list of local sign companies is available upon request or on CityLink's website: [www.ridecitylink.org/resources/advertise](http://www.ridecitylink.org/resources/advertise)

All signage must arrive to CityLink in one piece. (Out of town advertisers may ship King Coroplast signs with artwork already mounted in two pieces for assembly by CityLink personnel.)

Suggested guidelines for graphic design and sign vendor:

- All artwork must have a 1/4" bleed.
- CMYK color
- Artwork may be produced at 25 percent of actual size to reduce file size.
- All artwork, including photos, must be 200 DPI at actual size.
- Please refer to your sign vendor for acceptable file formats.
- Recommended Exterior sign substrate 3M© 3555 with 3M 8519 lam. Substrate must be mounted on to 3mm Coroplast.
- Interior sign substrate: 040 styrene

### For more information, contact:

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