



KUSHNER
& ASSOCIATES
Meeting and Convention Transportation

24003A Ventura Blvd., Suite #100
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310-274-8819
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Deadlines and Artwork Submission Shuttle Bus Advertising

To avoid delays with processing proofs and final product, please adhere to the attached specifications.

Deadlines:

January 10, 2018	First Artwork Submission Deadline
January 24, 2018	Final Artwork Submission Deadline
February 7, 2018	Final print approvals needed
February 8-March 4, 2018	Print production
March 6, 2018	Installation
March 7-10, 2018	HPBExpo 2018

If final artwork is not received by January 24, 2018 on-time delivery and installation of signs cannot be guaranteed and no refund will be made to advertiser.

Contact: Val Hamann – Director, Client Services & Operations
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Artwork Preparation Specifications Full Ribbons

- **Acceptable File Formats**

- In order of preference: PDF (press quality), TIF, AI, EPS, PSD
- Do not use INDD for ribbons or other wraps.

- **Linked Images and Fonts**

Please include or embed linked images (including PDFs) and include or outline (preferred) all fonts.

- **Color Space**

- Please work in CMYK and Pantone values whenever possible.
- Do not convert PMS colors to CMYK as our color management software recognizes PMC "C" spot fills which greatly increases our ability to achieve your desired color (no other PMS colors are recognized – Uncoated, CVC, etc.)
- Please keep in mind that not all PMS colors are achievable with process color printing.
- RGB submitted files may shift in color or lose vibrancy.
- Do not submit any artwork with objects set to "Overprint". This may cause unexpected results which may not be visible on-screen.

- **Size and Bleed**

- All files must be set up to the correct size @ 100% scale if the program allows, or 10% if necessary. If setting up raster files @10% scale, please increase the DPI to match (example: 72 DPI @100% = 720 DPI @ 10%).
- Bleeds must be included in submitted files when necessary.
 - o 2x39 ribbons = Allow for up to 2.5' to be trim-able on each end (live size 2' tall x 34' long) with 1" bleed.

- **Image Resolution | DPI = Dots Per Inch**

- o 2x39 ribbons = No less than 72 DPI and no more than 100 DPI

- **Client Provided Proofs**

Please include a low-resolution PDF or JPG content proof of the art whenever possible.

- **File Submission**

Please send files to our drop box located at:

<http://dropbox.hightail.com/JaeHoffman1196768>

Please send an email to Val Hamann when files have been uploaded so that we may retrieve them in a timely manner. Failure to notify us of upload will cause significant delay.