

Agencies supply (1) 17.5"h X 12"w comp of 4C bus shelter for each unique creative concept and high resolution horizontal artwork for Ad Council to create a 30 sheet. The Ad Council will produce final mechanicals in-house for all other OOH opportunities as well as any additional resizes. Please review the following **Production Checklist** at right for the required files to submit.

When supplying multiple creative for Print or OOH, please supply each as its own single page InDesign document. Please, no multi-page documents.

PRODUCTION CHECKLIST ▾

Please use the checklist to ensure all materials you submit meet the Ad Council's specifications.

Please submit all files and required forms via link to the appropriate Ad Council Campaign Manager.

Campaign: _____

Agency Contact: _____

- Original files are created as CMYK in *InDesign* with support files created in *Photoshop* and *Illustrator*.
- When supplying multiple creative for print or OOH, please supply each as its own single page InDesign document. Please no multi-page documents.
- Outdoor creative should have no more than seven words. Phone numbers, Web addresses and logos should be large and easy to read.
- Final, hi-res artwork, including any retouching, should be supplied in *Photoshop*, (please leave layers intact) and provide as tiff or psd. No raw files please.
- Resolution for Bus Shelters is 300 ppi at mechanical size (17.5" h X 12" w).
- Resolution for 30 Sheets is 300 ppi at mechanical size (10.1875"h X 22.75"w).
- Total file size should not exceed 2 gigabytes.
- All supporting Files, Logos and Fonts should be included.
- Name files as follows: Campaign_Ad title_Format_Size in decimals.Extension (For example: Wildfire_Coals_Bus_17.5hX.12w.indd or Wildfire_Coals_Bus_17.5hX.12w.pdf).
- Include a directory of what has been provided.