

Please use the InDesign templates provided to prepare your files.

▼ [Download INDD templates](#)

### 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: \_\_\_\_\_

- Outdoor creative should have no more than seven words. Call to Action should be large and easy to read.
- When supplying multiple creative for print or OOH, please supply each as its own single page InDesign document. Please, no multi-page InDesign documents.
- Build mechanicals *CMYK* in *INDD*. Keep fonts in *INDD* and editable. Link all supporting files (logos and vector art created in *Illustrator* and images created in *Photoshop*).
- Collect all elements for output and deliver a zipped folder with *INDD* file, fonts folder, links folder and PDF for viewing. Also include in the folder any source files such as layered *Photoshop* or *Illustrator* files.
- 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.
- Total file size should not exceed 2 gigabytes.
- Resolution for Bus Shelters is 300 ppi at mechanical size (17.5" h X 12" w).
- For bus shelter creative, leave 1 inch margin all around. The live area is 15.5" h x 10" w. Be sure to keep ALL TEXT, LOGOS, and IMPORTANT GRAPHIC ELEMENTS within the live area.
- Resolution for 30 Sheets is 300 ppi at mechanical size (10.1875"h X 22.75"w).
- Ad Council logo size should be at least .6 inches in size (on the mechanicals) and the color should be either white, black or cool grey 10.
- Name files as follows: Campaign\_Ad title\_Format\_Size in decimals.Extension (For example: Wildfire\_Coals\_Bus\_17.5h X 12w.indd or Wildfire\_Coals\_Bus\_17.5h X 12w.pdf ).
- Include a directory of what has been provided.