



Specifications: King Size Bus Display

Create Actual Size:

- 300 DPI
- Dimensions/Live Area: 30" High x 144" Wide Illustrator EPS or AI files (outline all fonts)
- Quark or InDesign files (include all fonts and images)
- *All portions of the ad outside of the live copy area are subject to trimming based on bus configuration
- Add crop marks for artwork that includes a bleed

Printing/Materials/Substrates, etc.:

- ***If artwork is printed in two sections** registration marks are needed in the top and bottom of both sections to insure correct placement
 - Sheets are overlapped "left on right" (left overlapping the right by 1/4")
 - 1/2 inch overlap is unprinted and unvarnished
 - Copy bleeds to edge on all four sides.

*Kings may also be printed in one piece, depending on print shop capabilities

Substrate:

- 3M IJ36-20, IJ 3555, IJ46-20, 8652C or 8655C with 8508 or 8509 OL or UV clearcoat
- Flex Con Busmark 5800 or 5820 with 5020L OL or UV clearcoat
- Avery MPI Transit Vinyl or SX Transit Vinyl with DOL 1000 or 2000 Series OL or UV clearcoat
- General Formulations Metromark NTC or TC Vinyl with Concept 100 Series OL or UV clearcoat
- Mac Tac JDT 429 Digitrans with LF 6500 OL or MACAL 8100R or UV clearcoat

Inks: Weatherproof/waterproof with UV protection

Finishing: UV or conventional clear coat in compliance with product bulletin specifications of substrate and ink manufacturers.

Overage: 10% overage is required per four week period.

Thickness: 4 mil thick vinyl

Deliver to: J. Perez Associates, Inc.
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