

## 2 IN-HOME



### DOOR HANGERS

Prepare artwork as 2.5" wide X 9" high

Provide additional background color or image for bleed

Allow or prepare for 1" diameter circle cut out centered and 1/2" from top of tag

TEMPLATES AVAILABLE



### PIZZA BOXES

Prepare artwork as 15" X 15" (top) 15" X 15" (side)

Provide additional background color or image for bleed and larger box sizes

For matte boxes, prepare for spot color trapping of 1/32"

For glossy boxes, prepare artwork as if top and side designs will meet.

TEMPLATES AVAILABLE



### DRY CLEAN BAGS

Prepare artwork as 15" wide X 18" high

Artwork appears as a double impression (2 times in each layout)

4 spot colors available (on top of a white background)

Halftones print at 55lpi

4 color process printing available.

TEMPLATES AVAILABLE



### TAKE-OUT PROGRAM

Largest print area is 4" wide X 5" high

Entry box can be printed.

Provide additional background color or image for bleed

Avoid small text crossing 4-color images.

TEMPLATES AVAILABLE

## 3 YOUTH



### WASHBOARDS MEDIA

Prepare artwork as 24" wide X 36" high

Provide additional background color or image for bleed

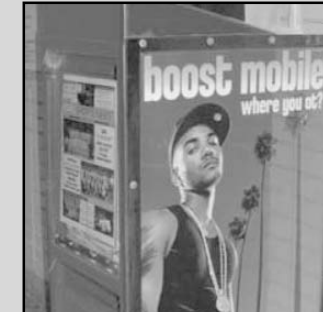
PDF documents accepted.



### COLLEGE BOOKSTORES

Size and weight of insert may vary.

Custom printing available.



### HIGH SCHOOLS

Prepare artwork as 24" wide X 48" high

Provide additional background color or image for bleed

PDF documents accepted.

## 6 PARTNERSHIPS



### AIRLINES

Specs vary by product.

## 4 NIGHTLIFE



### BAR PROGRAM

Typical coasters are 4" X 4" square or 4" diameter.

Custom sizes and shapes available.

Prepare art as spot color or 4 color process - double sided.

TEMPLATES AVAILABLE



### 8-BALL MEDIA

Prepare artwork as 10.5" X 19.5" vertical or horizontal layouts

Provide ample additional background color or image for bleed

Avoid designs that require artwork or text to line up specifically with table pockets. Also avoid extremely light color in designs and complex designs that cover the entire felt.

TEMPLATES AVAILABLE

## 5 EVENTS



### BEACH PROGRAM

For spot color, prepare artwork as 7" wide X 14" high and choose stock fabric color

For 4-color, discuss design with production prior to finalizing. Artwork can be prepared as an 18" diameter circle with one seam at the diameter.

Avoid complex 4-color images and small text crossing 4-color images

TEMPLATES AVAILABLE



### STREET TEAMS

Specification vary by program.

Custom printing for materials available.



### WRAPPED VEHICLES

Specifications vary by vehicle type.

Prepare artwork at 1/4 scale in CMYK format unless spot color is desired

TEMPLATES AVAILABLE



### PROJECTION MEDIA

Specifications can vary by location.

Typical media required is a broadcast quality, self-looping DVD



### AD TAG

Prepare artwork as 2.5" wide X 9" high

Provide additional background color or image for bleed

Allow or prepare for 1" diameter circle cut out centered and 1/2" from top of tag

TEMPLATES AVAILABLE



### NEWSPAPER POLYBAGS

4 color process printing available.

Prepare artwork as 4" X 12"

PDF documents accepted

# specs menu

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2 IN-HOME

3 YOUTH

4 NIGHTLIFE

5 EVENTS

6 PARTNERSHIPS

Prepare artwork as Illustrator or InDesign  
EPS files. Outline or provide fints.  
FTP available and accepted.  
Send CDs, DVDs to Benji Kile (address below).  
**encompassoutdoor.com**  
28 East 28 Street, STE 9N, New York, NY 10016  
212-993-9429

## 1 OUT-OF-HOME



### COFFEE CUPS

Prepare artwork as  
9" wide X 3.25" high

Ask about specialty sizes.

Provide additional background  
color or image for bleed and large  
cup sizes

Avoid complex 4-color images and  
small text crossing 4-color images

TEMPLATES AVAILABLE



### COFFEE SLEEVES

Prepare artwork as  
9.25" wide X 2.5" high

Provide additional background  
color or image for bleed

Allow or prepare for vertical folds  
at 2" and 6.5" from the left edge of  
design

TEMPLATES AVAILABLE



### AD BAG

Prepare artwork as  
6" wide X 11" high (front/back)  
3.5" wide X 11" high (gussets)

Provide additional background  
color or image for bleed

For matte bags - provide artwork as  
spot color and avoid any small text  
due to the seam in the middle of the  
back panel. Halftones print at 55lpi.

TEMPLATES AVAILABLE



### COFFEE CART BRANDING

Specifications vary by location.

Typical cart wrap involves 3 sizes  
of posters discussed at the begin-  
ning of the project.

Artwork should be prepared as  
CMYK or spot color.



### UMBRELLAS

For spot color, prepare artwork as  
10" wide X 15" high and 24" wide X  
5" high and choose stock vinyl color

For 4-color printing, entire umbrella  
area is available.

Avoid very complex 4-color images  
and small text crossing 4-color  
images.

TEMPLATES AVAILABLE



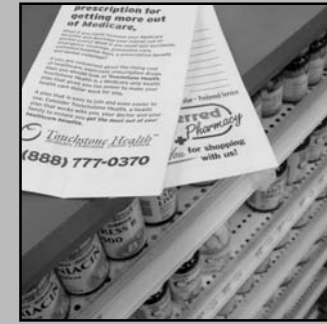
### CHECK CASHING & LAUNDRY LOCATIONS

Prepare artwork as  
24" wide X 36" high

Provide additional background color  
or image for bleed

PDF documents accepted.

TEMPLATES AVAILABLE



### PHARMACY BAGS

Prepare artwork as  
3.5" wide X 7" high (front)  
3.5" wide X 4" high (back)

Allow for 1/32" trap on spot colors  
and prepare for alignment of vertical  
seam on back

TEMPLATES AVAILABLE



### TRUCKS

Prepare artwork as  
20" wide X 5" high  
however, truck sizes should be  
discussed prior to design

Provide additional background  
color or image for bleed and large  
truck sizes

Avoid complex 4-color images and  
small text crossing 4-color images



### AUTO

Specifications vary by product.



### NAIL SALONS

Specifications vary by product.



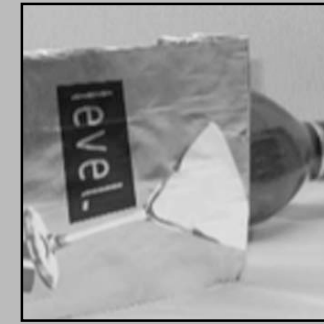
### HAIR SALONS

Specifications vary by product.



### PRIVATE JETS

Specifications vary by location.



### LIQUOR STORE BAGS

Prepare artwork as 4" X 12"  
vertical or horizontal.

Provide extra background image  
or color for bleed.



### PHYSICIAN OFFICES

Specifications vary by product.



### GOLF COURSES

Specifications vary by loca-  
tion/cart model.

Prepare artwork as CMYK or  
spot colors.