



# Kitsap Transit Display Advertising Electronic File Specifications

Reproducing artwork on vinyl for transit displays often requires the electronic files to be set up differently than they would be for paper print media. Please adhere the following guidelines. **Files that do not meet these guidelines may be delayed and additional charges will be incurred.**

## Electronic Files

Trans Ad will ONLY accept files in native Macintosh format in the following programs:

- **Illustrator:** Save in .ai or .eps format format. Convert all fonts to outlines and include all placed images/art.
- **In Design:** Convert all fonts to outlines and include all placed images/art.
- **Photoshop:** If supplying entire layout in native Photoshop file, please send in layer format - do not flatten image. Refer to the image resolution parameters below. All imported Photoshop files must be in TIFF CMYK format. Please include all screen and printer fonts\* used in the document.

\* True Type and Windows fonts will not be accepted. TransAd reserves the right to substitute the fonts in your document with the closest available match should any incompatibilities arise.

## Resolution Specifications

TRANSIT SIGN NAME	FINAL SIGN DIMENSION	SET UP 100% ACTUAL SIZE			SET UP 50% ACTUAL SIZE		
		File Dimension	Live Area	Min. Resolution	File Dimension	Live Area	Min. Resolution
King*	28" x 144"	28" x 144"	26" x 142"	170 dpi	14" x 72"	13" x 71"	350 dpi
Queen*	28" x 88"	28" x 88"	26" x 86"	170 dpi	14" x 44"	13" x 43"	350 dpi
Jack*	21" x 70"	21" x 70"	19" x 68"	170 dpi	10.5" x 35"	10" x 34"	350 dpi
Tail*	22" x 48"	22" x 48"	20" x 46"	170 dpi	11" x 24"	10" x 23"	350 dpi
Interior	11" x 17"	11" x 17"	9" x 17"	300 dpi	5.5" x 8.5"	4.5" x 8.5"	600 dpi
	11" x 28"	11" x 28"	9" x 28"		5.5" x 14"	4.5" x 14"	
	11" x 35"	11" x 35"	9" x 35"		5.5" x 17.5"	4.5" x 17.5"	

\*You may include a 1" black border within the proportional file dimensions of your design to blend with our black sign frames

## Proof Verification and Acceptable Media

- **IMPORTANT: YOU MUST FURNISH A COLOR PROOF** for each file supplied for production verification purposes so that the artwork produced from your file(s) is correct and what was intended. If color matching is critical please furnish a color correct proof and/or PMS color chips (color correction may delay production time).
- We accept the following media types: CD-ROM; DVD-ROM. You can also upload files via FTP - Call for more info.

## Photos

- Furnish an FPO low resolution scan for comping purposes and either the original photo image or a high resolution scan or stock image for final production.
- Photos must be exactly as you wish them to appear.

Phone: (360) 698-4090 or 1-866-4-TRANS-AD

Please **PRIORITY MAIL** via **USPS (United States Postal Service)** to:  
Trans Ad  
P.O. Box 3022 • Silverdale, WA 98383