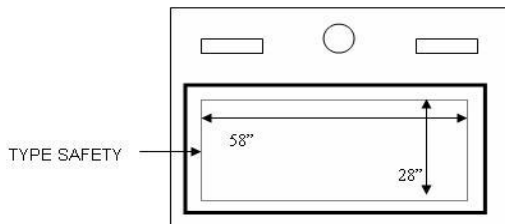


SilverBox® SPECIFICATIONS

1. POSTER ARTWORK SPECIFICATIONS



Pedestrian Side Shown Above

Trim Size: 60" W x 30"H (Landscape)

Live Area: 59" W x 29"H

Type Area: 58"W x 28"H

2. ART FORMATS

Please send your artwork IN TWO FORMATS: 1) A **SCREEN RESOLUTION PDF** (or Low Resolution PDF) and 2) A **VECTOR BASED EPS** (Adobe Illustrator CS2 or lower) OR **A HIGH RESOLUTION PDF**.

Please note that other formats are not acceptable, including: jpeg, gif, qxd, photoshop, etc.

Artwork quality must be at least 100 dpi at full size (60" x 30").

3. MATERIAL SUBMISSION

Please submit the **SCREEN RESOLUTION PDF** (or Low Resolution PDF) of the artwork to EcoMedia by e-mail to marketing@eco-media.ca.

Artwork in the **VECTOR BASED EPS** or the **HIGH RESOLUTION PDF** can be uploaded to the EcoMedia web site: <http://www.eco-media.ca/transferrf.php> using this information:

User name: ftpuser

Password: @ftpuser

4. DEADLINES

In the event that your artwork has not been completed and/or submitted and production of posters has not been completed before the start date on your Media Contract, you will still be responsible for paying for the location(s) that you have contracted to advertise on. Artwork must be completed and/or submitted to EcoMedia 7 business days prior to the start of your Media campaign in order to ensure on time installation of your outdoor advertising.

If you have any questions regarding specification requirements, please contact our Marketing Coordinator at (905) 832-0770 ext. 244 or Toll Free at 1-888-592-2227 ext. 244.

5. NUMBER OF REVISIONS ON THE DESIGN

Maximum number of revisions to the artwork is 2. After that, there is a charge of \$40 for each additional revision.

Additional Cost: Picture cropping is \$100.

6. PROPERTY RIGHTS

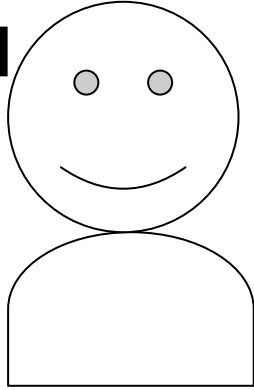
Design

- If EcoMedia provided the artwork services for **FREE**, EcoMedia owns the design.
- If the Client paid for the artwork services, the Client owns the design. The final artwork will be released to the Client and EcoMedia will keep a copy in its repository. Please note there will be a \$50 recovery fee for designs that were placed in EcoMedia repository.

Poster Production

- Posters are recycled at the end of the campaign.

7. ADVERTISING SAMPLE

<div style="border: 1px solid black; padding: 5px; width: 80px; margin: auto;">LOGO</div>	<h1 style="margin: 0;">COMPANY NAME</h1> <h2 style="margin: 0;">MOTTO / SLOGAN</h2> <p style="margin: 0;">PHONE</p> <p style="margin: 0;">ADDRESS</p> <p style="margin: 0;">WEBSITE</p>	
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In case you have a Pantone color number, please let us know. If you missed providing that number, we will print the posters regardless of pantone color.