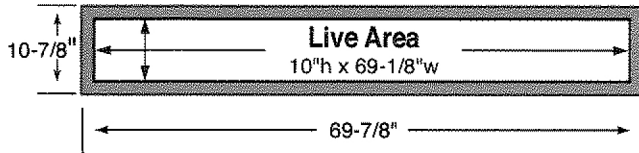


NEW YORK SUBWAY INTERIOR CAR CARD

VOLUME 3.1 - APRIL 28, 2011



Size(s):

2 Final Trim: 10.875"h X 69.875"w
Live area: 10"h X 69.125"w

Substrate:

- 0.0085 Ultra Form Back-lit (Opaline)

Inks:

- Weatherproof / Waterproof / UV Protection
- Compliant with substrate manufacturer

Mechanical Sizes:

- Document Trim - (1) 5.4375"H x 22.9375"W
(2) 5.4375"H x 34.9375"W
- 300 ppi image resolution at mechanical size
- Images must bleed
- HiRes PDF files with embedded fonts preferred

Finishing:

- Copy must be produced in one section
- Copy bleeds to edge on all four sides

Approval:

- CBS Outdoor must receive copy 10 working days prior to posting date
- All content is subject to the approval of CBS Outdoor

Overage:

- Minimum overage requirement 60% per four week period

Delivery:

- All content is subject to the approval of CBS Outdoor and the Transit Authority.
- Material must be received at least 10 working days before the installation at:

CBS Outdoor - NY Subways Service Department
49-29 Maspeth Avenue, Maspeth, NY 11378
p: 718.366.6180

Disposal of Unused Materials:

- All unused material remaining after conclusion of display shall be disposed of immediately unless instructions are received 30 days prior to conclusion of display date

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