

► Backlit+ Horizontal



Final format:  
108 x 84 in

Text safe area:  
104 x 80 in

Bleed:  
108,5 x 84,5 in

GRAPHIC FILE DIMENSIONS

- **Scale:** 25% of final size at 400 dpi
- **Resolution:** 100 dpi at final printed size
- **Scaled dimensions (W x H):** 27 x 21 in
- **Text safe area:** 26 x 20 in
- **Bleed:** 27,125 x 21,125 in
- **Crop marks:** Yes

GRAPHIC REQUIREMENTS

- **Visual type:** Printed on backlit textile using dye-sublimation. A silicone perimeter strip of 0.5 is factored into the text safety margin.
- **Colours:** CMYK | **Profile:** U.S. Web Coated (SWOP)
- **Rich black:** C60, M60, Y40, K100
- **Maximum total ink coverage:** 280%
- **Gradients:** Gradients under 10% may not reproduce properly at the final printed size

FILE SUBMISSION REQUIREMENTS

- **Timeline:** 15 business days prior to the campaign start date. Any late submission may impact the campaign start date and duration.
- **File format:** High-resolution PDF/X-1a or PDF/X-4
- **Maximum file size recommended:** 150 MB
- **Fonts:** Convert all fonts to outlines
- **Multiple creatives:** 1 file per creative
- **File naming convention:** ContractNumber\_Advertiser\_Routing\_SHOP\_BH\_4S5 (no special characters, accents, or spaces)
- **File submission:** Send your file with the contract number and Advertiser in the email subject line, to your Account Director and their Sales Coordinator, with a direct link that does not require a login or password.



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