

Spectacular Backlit - Horizontal



Final format:  
184,5 x 48 in

Text safe area:  
176,5 x 40 in

Bleed:  
188,5 x 52 in

GRAPHIC REQUIREMENTS

- ▶ **Visual type:** Printed on backlit textile using dye-sublimation  
A silicone perimeter strip 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

GRAPHIC FILE DIMENSIONS

- ▶ **Scale:** 25% of final size at 200 dpi
- ▶ **Resolution:** 50 dpi at final printed size
- ▶ **Scaled dimensions (W x H):** 46,125 x 12 in
- **Text safe area:** 44,125 x 10 in
- ▶ **Bleed:** 47,125 x 13 in
- ▶ **Crop marks:** Yes

FILE SUBMISSION REQUIREMENTS

- ▶ **Timeline:** 10 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\_SBH\_BAY (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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