

# ► Spectacular Backlit - Horizontal



Final visible format:  
**256 x 72 in**

Text safe area:  
**244 x 60 in**

Bleed:  
**260 x 76 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):** 64 x 18 in
- **Text safe area:** 61 x 15 in
- **Bleed:** 65 x 19 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\_CORE (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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