

► Spectacular Backlit - Horizontal



GRAPHIC REQUIREMENTS

- **Visual type:** Printed on backlit textile using dye-sublimation
- **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 (W x H)

- **Scale:** 25% of final size at 200 dpi
- **Resolution:** 50 dpi at final printed size
- **Final file dimensions:** 40 x 12 in
- ... **Text safe area:** 39 x 11 in
- **Bleed:** 40.125 x 12.125 in
- **Crop marks:** Mandatory

TEMPLATE:

To help prepare your print files, you can download the template below.
Please do not include the template in the final files.

 [DOWNLOAD THE TEMPLATE](#)



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 and logos:** Convert all text and logos to outlines
- **Multiple creatives:** 1 file per creative
- **File naming convention:** ContractNumber_Advertiser (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.

