

ARTWORK SPECIFICATIONS

FILES

All artwork files need to be created at 100% the size stated on our template (standard, jumbo, jumbo-contour) at a minimum of 100 dpi.

FORMAT

We accept the following files types: **.EPS .PDF .TIFF .PSD .JPEG (high quality ONLY)**
All colors must be CMYK, or PMS colors if necessary. Be sure to convert fonts to outlines as we may not have the same fonts you do.

DELIVERY

Send all files to our design department at **digital@bestbuysigns.net**. If files are too large to email, please contact us and we will walk you through the process of uploading your files to our Dropbox.

IMPORTANT NOTES

CONTOUR* DESIGNS

The added space for contour designs is a maximum of 6 inches on the top, and 6 inches on the left and/or right sides of the back.

**Contour: cutouts extend beyond the rectangular shape of the bench. Contour footers are NOT available.*

COPY, LOGOS & PHOTOS

All copy should be above 2 inches tall for legibility. Your main message, or headline should be 4 inches tall minimum. Your logo and any photos need to be a minimum of 100 dpi at full size. We CANNOT print artwork using website images, business card copies or scanned, low resolution images.

Please contact the Design Department with any questions, or concerns, regarding artwork for your bus bench(es).



MORE ADVERTISING BENEFITS

TOTAL REACH & HIGH FREQUENCY

Out-of-home advertising reaches virtually everyone who goes out of their house to work, shop or play. The 24/7 presence of the bus benches delivers your message to commuters repeatedly.

FLEXIBILITY

You can place your advertising in locations coming into or leaving your target market area and pinpoint prime marketing areas.

LOW COST PER THOUSAND

No other outdoor advertising medium reaches as many people. Out-of-home advertising is a ROI winner.

THE LAST WORD

Bus benches bridge the gap between the in-home message and the out-of-home purchase. The advantage of having the "last word" is never more evident than when it comes to impulse buying.

VISIT US ONLINE:
WWW.OMAHABUSBENCH.COM



OmahaBusBench
More than 500 Locations



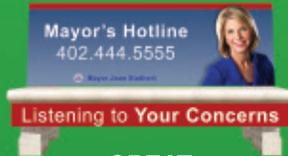
402.861.0384 • ooa.agency
17410 Storage Road Suite A, Omaha, NE 68136



LESS IS MORE

When it comes to outdoor advertising, the most effective designs focus on one message.

An advertiser should consider the most important product, event, benefit etc. to communicate and express to its consumers.



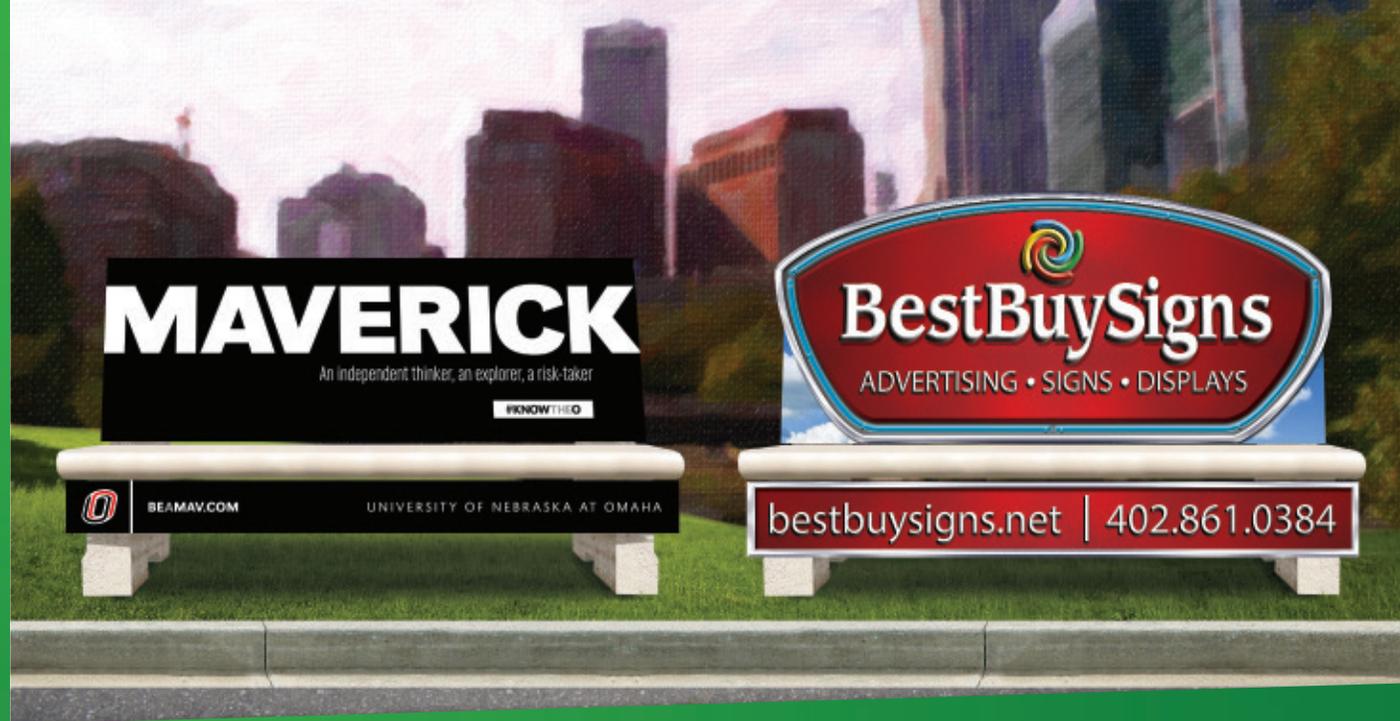
GREAT



CROWDED



TOO MUCH



WHY BUS BENCH ADVERTISING?

Placed in highly visible locations, out-of-home ads offer great visibility due to their placement, but also because they allow simple, creative customization through jumbo and contour designs. Add that to a selection of more than 500 locations across the metro area to choose from. You will reach your target market with the greatest of ease!

CONTRACT & RENTAL OPTIONS.

There are two types of rental options - locked and rotary. Locked ads are client picked and offer dominant coverage of high traffic areas at fixed locations. Rotary bus bench ads are moved to different zones periodically for a more broad market coverage. Advertising contracts are customarily sold on three, six or twelve month contracts.

SUPPORTING OMAHA.

Advertising on bus benches directly supports the city of Omaha. It also builds and promotes bus ridership while helping to reduce the city's carbon footprint. The Omaha Bus Bench program is a strong supporter of area small businesses and non-profit organizations.

WHAT DO I ADVERTISE?

Brand, product announcements, tradeshow, special events, grand openings, now hiring, political campaigns, nonprofit organizations, public awareness messages and more!

