

# BUS BENCH TEMPLATE

Artwork **MUST** be 100 dpi minimum at 100% raster, or vector file  
Acceptable File Formats: EPS, PDF, PSD, High quality JPEG

## Available Back Advertising Space:

72in x 24in - **Standard**

72in x 30in - **Jumbo**

72in x 36in - **Jumbo-Contour**

80in x 40in - **Hybrid** (SELECT AVAILABILITY)

## Copy Height:

Headline - minimum 4in tall

All other copy (lowercase and capital letters) should not be any shorter than 2-inches tall to insure their legibility from a slight distance.

## Available Footer Advertising Space: 72in x 6in (Standard) to 9in (Jumbo & Jumbo-Contour)

\*Non-Profit Rate Benches - Footer Optional. See current program details.

### Questions About Artwork:

Please contact our graphics department

**Email:** digital@bestbuysigns.net

**Phone:** 402.861.0384 **Fax:** 402.861.0386

**Vector:** A way that some computer software creates images by a series of points, lines and curves. Files are compact and can be scaled up to any size without loss of visual quality. (Ideal for logos, text and illustrative styles - FreeHand or Adobe Illustrator)

**Raster or Bit-mapped:** A way that some computer software creates images with a grid of individual dots, or pixels. As a raster file is blown up in size, the pixels get larger and are visible as jagged edges, or blur. (Best for photographs and many illustrative styles - Adobe Photoshop)