

Transit Shelter Advertising Program

HELP! I NEED A PRINTER!

The cost to print can range widely from printer to printer depending on how many copies are produced, how many colours are used, and the type of material onto which the poster is printed. It may also depend on the relationship. Please note that the City's Transit Shelter Advertising Program only provides space, and does not provide financial or other support for the design or production of the actual posters. In addition, it is important that a PDF file or JPEG of the design is provided to Cultural Services' representative for approval prior to the posters being printed.

While the City of Vancouver does not endorse the list below, these local suppliers are known to be able to produce posters that meet with Outfront Media's specifications.

Image-West Screen Graphics

www.image-west.com
contact: Rick Antoniuk
or Melanie Groll
T: 604.327.9404
F: 604.327.8101
info@image-west.com

New World Print

www.newworldprint.com
contact: Mimi Ko / Cynthia Ko
T: 604.575.1812
F: 604.543.7134
mimiko@newworldprint.com
cko@newworldprint.com

PrismTech Graphics Ltd.

www.prismtechgraphics.com
contact: Jake Sorensen
T: 604.421.9757
F: 604.421.9759
C: 604.970.1743
jake@prismtechgraphics.com

Ampco Manufacturers Inc.

www.ampcomfg.com
contact: Don Ouellette
T: 604.427.3800
F: 604.944.4017
durablegraphics@ampcomfg.com

Colortec Creative Print Solutions

www.colortec.ca
contact: Chris Fetterly
T: 604.420.1718
F: 604.420.2591
chris@colortec.ca

ARC Document Solutions

www.e-arc.com
contact: Paul Chalut
T: 604.834.8006
F: 604.714.3289
paul.chalut@e-arc.com

Still Creek Press

www.stillcreekpress.com
contact: Dean Carratt
T: 604.437.5800
F: 604.437-7468
dean@stillcreekpress.com

Tower Graphics

www.towergraphics.ca
contact: Paul Kranabetter
T: 604.882.9950
F: 604.648.8305
sales@towergraphics.ca

Hemlock Printers Ltd.

www.hemlock.com
contact: Doug Climie
T: 604.438.2456
dclimie@hemlock.com

C2 Media / Pacific Screenprint

www.c2media.com
T: 604.270.4000
F: 604.270.8517
vancouver@c2media.com

LinxPrint (FSC Certified Facility)

www.linxprint.com
T: 604.254.LINX(5469)
F: 604.254.5410
parham@linxprint.com



Production Specifications for Supplying Finished Posters

Dimensional Data

Paper Trim Size: 47-1/4" x 68-1/4"

This is the overall size of the poster being produced

Visible Opening 45" x 66-1/4"

This is the visible space of the transit shelter face. It takes the border of the ad box into account.

Full Safety Size 42-1/2" x 64-11/16"

This is where you should contain all text or logos. Posters can shift inside the ad boxes. You don't want copy to get hidden inside the border/frame! Note that this dimension is smaller than the Visible Opening size.

A digital template to assist with artwork preparation (EPS format) is available. Email request for template to: tsavanlive@vancouver.ca

Outdoor Stock Standard

7 pt. Coated Translucent Bristol: resistant to shrinking, stretching, fading, and humidity. Outfront Media does not accept styrene faces.

Ink Characteristics

Resistant to UV rays, cracking, and chemical reactions to airborne pollutants.

Production

Posters can be screen printed one side only. Your printer may be able to compensate for some washing-out of colour, when the poster is backlit at night, by using darker tones. If your posters require more brilliance and your budget permits it, please contact Outfront Media, in Vancouver, at 604-630-1090, for more production options.

Do not laminate your posters! The Outfront Media shelters are glass. Heat from the sun will cause laminated posters to go brittle and crack. This will result in a poster which may look unattractive before the campaign is finished.

General

The quality of the production supplied to Outfront Media is the responsibility of the advertiser. Outfront Media proactively maintains the faces on their shelters; however, should the production supplied not meet the minimum standards outlined and/or not remain posted using their standard posting procedures, the advertiser/agency is responsible for the additional posting costs incurred to maintain the faces and any media time lost.

How Many Should You Print?

Outfront Media requires that a 20% overrun of posters be supplied, above the number of advertising spaces being used for the first 4-week posting period. Longer posting periods require additional posters:

- 40% overrun - 8 week campaign
- 100% overrun - 12 week campaign
- 125% overrun - 16 week campaign

You may wish to confirm the quantity with Outfront Media since this formula can vary for very short run, and digitally produced transit shelter posters which may not require an overrun.

Delivering the Finished Posters

Finished art is to be **RECEIVED** by Outfront Media by the Wednesday proceeding the Monday it is to run.

Deliver posters to:

Outfront Media
1451 Adanac Street, Vancouver
Contact: Irene DeGuzman
Telephone: 604-630-1090 x 222
Hours: 7:00 a.m. - 3:30 p.m. Monday - Friday

Posters must be rolled in cardboard tubes (no boxes, skids or paper wrap) with a maximum of 35 posters per tube.

IMPORTANT: The advertiser and campaign as named in your application to the City as well as the first posting date must be clearly marked on the outside of the tube.