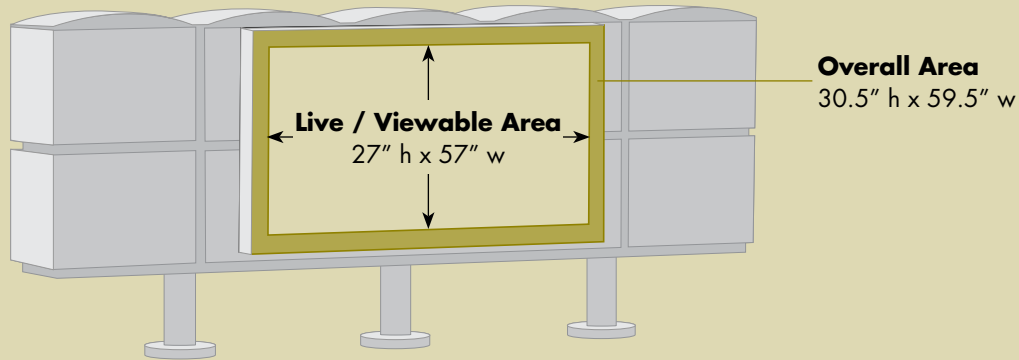


ART / PRODUCTION SPECIFICATIONS

SAN FRANCISCO NEWSRACKS



ARTWORK REQUIREMENTS

Artwork should be delivered to Clear Channel Outdoor 30-days prior to a scheduled display date. It must include traditional mechanical specifications.

Mechanical Proportion and Scale

- 1/4" = 1'
- Digital Resolution at this scale is best at 600dpi.

Digital Specifications

- All Clear Channel Outdoor Art and Production departments accept digital files on Macintosh formatted CD Roms, DVDs or USB drives. Art may also be uploaded via our online file exchange at: <http://fileexchange.clearchannel.com/>
- Software: Illustrator, PhotoShop, InDesign & Press-Quality PDF
- Include both screen and printer fonts or convert to paths/outlines.
- Be sure to include all imported or placed graphic files.
- PhotoShop imports must be saved as (.psd in layers), (.eps), (.jpg 12), or (.tif) CMYK images.
- Include a client approved color proof for color matching.
- Specify all flat tones as Pantone colors.

OVERAGE

We recommend 5% overage for large showing levels.

PRODUCTION MATERIALS

- Duratrans or Opaline or Styrene (newsrack material not to exceed 15 mil density, should have MAT finish lamination within that 15 mil density. Lamination to be on both sides).
- Additional production specs available. Please contact your Clear Channel Representative, for details.

SHIPPING REQUIREMENTS

Clients who supply finished materials to Clear Channel Outdoor, must ensure materials are received no less than 5-days prior to the contract installation date.

- Rolled and shipped in a tube.
- Attach a label with a picture of the design on the outside of the tube.

PRODUCTION CONSIDERATIONS

The specifications detailed here are for our standard / typical national NewsRacks only. Due to structure variations and local ordinances, size may vary by market. Verifying final size and specifications with your Clear Channel Representative is recommended prior to the creation and production of any artwork.