General Pre-Press Specifications

STEEN
OUTDOOR ADVERTISING
A DIVISION OF H. A. STEEN INDUSTRIES INC.

Please provide a digital file, with all elements in place, along with a color proof. The proof should include PMS call outs for all solid colors if artwork is "color critical". Steen is not responsible for matching color to a laser proof or any file where a proof is not provided.

All images should be converted to CMYK (unless the artwork is for Duratrans; then RGB is applied)

Any file requiring adjustments (resizing, color correcting, typesetting, bleeding, re-upload, etc.) may be subject to additional charges.

Please contact us with any questions at 215-334-1700 ext. 130

Billboards: Artwork should be built in CMYK at 1 inch = 1 foot scale at 300 ppi with 7 inches of bleed on all four sides.

Software: Adobe Photoshop, Adobe Illustrator, Adobe Indesign & QuarkXPress

File Formats: PSD (layered), TIFF, EPS & PDF

Media Accepted: CD-ROM, DVD, Compressed Files, FTP or Email

Fonts: All fonts used must be included with files or outlined.

Scanning: To ensure optimum quality, we strongly recommend that you include any transparency or reflective art when submitting your files to us. The scanning formula scale can be adjusted in the scanning software to increase or decrease the necessary pixel data before the final scan is made. Additional charges apply.
* We suggest that you scan your artwork in at 1 inch = 1 foot scale at 300 ppi.

PMS Call Outs: PMS call outs should be close to the desired output. Please note: there may be a large color difference between the "spot" and "process" swatches.

* CMYK break-downs can not be matched. Different devices print the same CMYK values differently. Opacities of PMS call outs are impossible to verify. Please choose a solid PMS swatch close to the opacity. If you are using a PMS Color Bridge please use the CMYK side NOT the RGB.

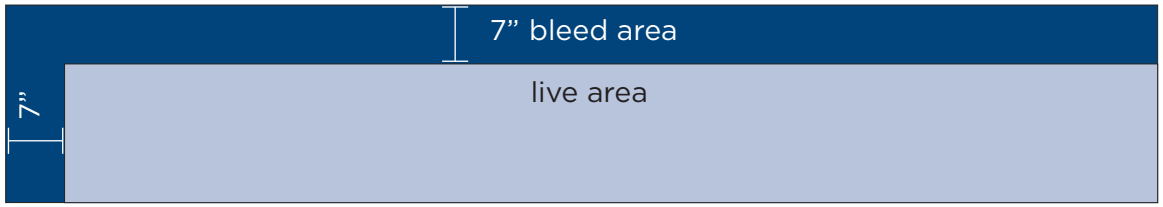
Shipping Instructions:

Steen Outdoor Operations
Attn: Receiving
3201 South 26th Street
Philadelphia, PA 19145
(215) 334-1700

Artwork Inquiries:

(215) 334-1700 ext. 130
email: art@steen.com

*Top Left corner of Billboard shown



general billboard sizes built at 1 inch = 1 foot scale with 7" of bleed							
billboard sizes	6' x 12'	10.5' x 36'	10' x 30'	12' x 28'	14' x 48'	24' x 40'	20' x 60'
1" scale 300 ppi	7.167" x 13.167"	11.667" x 37.167"	11.167" x 31.167"	13.167" x 29.167"	15.167" x 49.167"	25.167" x 41.167"	21.167" x 61.167"
1/2" scale 600 ppi	3.584" x 6.584"	5.834" x 18.584"	5.584" x 15.584"	6.584" x 14.584"	7.584" x 24.584"	12.584" x 20.584"	10.584" x 30.584"
1/4" scale 1200 ppi	1.792" x 3.292"	2.917" x 9.292"	2.792" x 7.792"	3.292" x 7.292"	3.792" x 12.292"	6.292" x 10.292"	5.292" x 15.292"