

DOOR ART AND SIDE-DRESS ART BROADSHEET AND TABLOID PUBLICATION SPECIFICATIONS

1) PLEASE EMAIL DIGITAL FILES OF YOUR ART TO: [Jana Lord](#) and [Cynthia Hoe](#)

- **BLACK AND WHITE LINE ART LOGOTYPE ONLY**
 - NO GRAY SCALE
 - NO OVER-LAY
 - NO SHADOWS

2) **ACCEPTABLE DIGITAL FILE FORMATS:**

The files are best sent in a vector-based PDF format. Adobe Illustrator files can also be used to create the decals.

- PDF of the same quality as above
 - Vector-based
 - All fonts must be outlined
- Adobe Illustrator files
 - Vector-based
 - All fonts must be outlined

3) **PLEASE COMPLY WITH THE FOLLOWING SIZES:**

- **NEWSRACK DOOR AND SIDE ARTWORK** – 1" (h) x 11" (w)
- **NEWSRACK BACK ARTWORK** – 1 1/2" (h) x 16 1/2" (w)

4) **FILE NAME CONVENTION SPECIFICATIONS:**

- **side_(PUB_NAME up to 10 characters).pdf** **Example: side_comp_user.pdf**
- **back_(PUB_NAME up to 10 characters).pdf** **Example: back_comp_user.pdf**

5) **LETTERING:**

- **Size**
 - The **LARGER** the letters the better. Fonts with more **VOLUME** are better for longevity after installation. Thus, **EXTENDED** and **BOLD** fonts are better than condensed and light fonts.
 - The smallest lettering height for cutting and installation is 3/8". Lettering smaller than that will cut, but it may not last very long after installation.
- **Style**
 - **SANS SERIF FONTS WORK BEST.** Fonts such as Arial, Gill Sans, and Helvetica are excellent for the kind of job we are doing here however, these can cause problem if they are too light in line weight.
 - Serif fonts can cause problems in the 1" or less height, fine serifs will not work well in cut vinyl stickers. Fonts such as Times, Garamond, and Century also be a problem for decal longevity.
- **EXAMPLE OF ART THAT WILL WORK WELL (SANS SERIF FONT)**

COMPUTER USER BAY AREA

- **EXAMPLE OF ART THAT MAY BE PROBLEMATIC (SERIF FONT)**

COMPUTER USER BAY AREA

Should you have any questions regarding the revised specs, please contact:

Jana Lord
Clear Channel Outdoor
(510) 446-7234