

# Production Specifications for Trolley Shelter Poster Artwork

## Page Dimensions

### Paper Trim Size

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

This is the overall size of the poster being produced. Extend your background colors or artwork to the edge of this box.

### Visible Opening

**Visible Opening 45" x 66-1/4"**

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

### Full Safety Area

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

This is the space where you should contain all critical text, images or logos to ensure visibility. Posters can shift slightly inside the ad frame.

## File Format and Resolution

Save as a pdf, artwork 200 dpi at 100% size

## Recommended Minimum Type Size for Type to be Legible from the Road

288 Point

# EXAMPLE

A digital template to assist with artwork preparation (InDesign or Illustrator format) is available.

Email your request for a template to: Joy Ward,  
jward@uwf.edu