NWA TRANSIT ADVERTISING
ART SPECIFICATIONS

Please read all instructions BEFORE creating your own artwork. If you are unable to abide by these restrictions, **please contact us for assistance at 479-750-0871**. All submitted art is subject to approval prior to production.

COMPATIBLE SOFTWARE
Adobe Illustrator, Photoshop, InDesign CS5 or lower.

ACCEPTABLE FORMATS
AI, PDF, EPS, JPG, PSD
We ask that all artwork be vector format with the exception of photographic elements. Rasterized art should be 300dpi. Wraps may be built at a quarter scale at 300 dpi with a 2 inch bleed.

COLOR
All artwork must be submitted in CMYK format. Rich black is acceptable and preferred. Please specify PMS color(s) to match if needed.

FONTS
Please convert all fonts to outlines. If unable to convert, please include all fonts used in the art.

DIMENSIONS
Because not all buses are sized the same, the wrap dimensions will vary depending on which buses are available. Please contact for any wrap dimensions.

ORT OUTSIDE SQUARE AD SIZES:
STREET PANELS 24"h x 88"w   (Requires 1.5" black border)
CURB PANELS 24"h x 64"w   (Requires 1.5" black border)
TAIL PANELS 20"h x 64"w   (Requires 1.5" black border)
Please contact us for wrap specs.

ORT INSIDE SIZES:
SMALL PANELS 9"h x 17"w   (Live area 8.5"x16.5")
LARGE PANELS 9"h x 28"w   (Live area 8.5"x27.5")

U OF A SIZES:
EXTERIOR SPONSORSHIP 12"h x 24"w
SMALL PANELS 11"h x 17"w   (Live area 10.5"x16.5")
LARGE PANELS 11"h x 28"w   (Live area 10.5"x27.5")

ORT SHELTER SIZES:
70.5"h x 22.5"w   1 PANEL
70.5"h x 45"w   2 PANELS
We recommend not placing small content that expands across the center when designing for multiple panels.
Do not leave empty space for gap. Vinyl will be cut down the center.

IF YOU ARE PRINTING YOUR OWN SIGNS AND/OR WRAPS:

(We prefer to print all materials to avoid issues with the graphics. We are not responsible for the cost of necessary reprints. If reprinting is required, client will be notified of extra cost they will be responsible for.)

EXTERIOR ADVERTISING

The use of 3M vinyl is required to reduce risk of paint damage.
Any other brand must be pre-approved.

3M MATERIAL REQUIREMENTS:

Application 1 (for longer-term advertising)
• 3M Controltac Plus IJ180Cv3-10 or RG180C-10 Graphic Film
• 3M Scotchcal Luster Overlaminate 8519
Alternate:
• 3M Envision 480Cv3
• 3M Envision 8549
Application 2 (perforated window film for window applications)
• 3M Scotchcal IJ8171 or RG8171 Perforated Window Film
• 3M Scotchcal 8914 Overlaminate
Application 3 (for reflective ads – limited to Queen, King, and Tail ad options)
• 3M Scotchcal IJ5100R Intermediate Reflective Graphic Film
• 3M Scotchcal Luster Overlaminate 8519
Allow at least three weeks from delivery of materials to completion of installation. Full wraps and large orders may require extra lead time.

ORT OUTSIDE SQUARE ADVERTISING

Removable adhesive vinyl with 1.5" black border inside

U OF A INSIDE PANEL

.020 Styrene trimmed to size

ORT SHELTER PANEL

3M perforated window vinyl or equivalent

SHIP MATERIAL TO:

Mullikin Advertising Agency
Attn: TRANSIT ADVERTISING
1391 Plaza Place, Suite A
Springdale, AR 72764