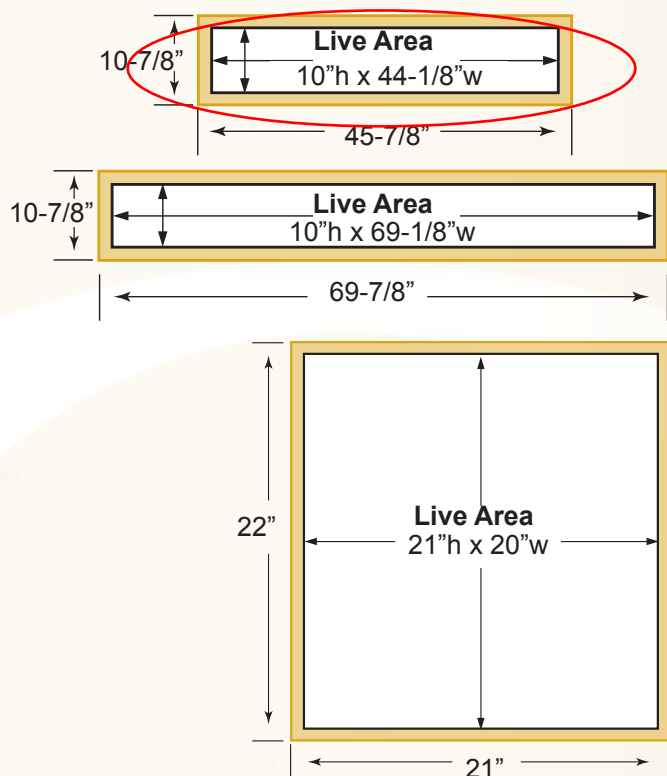


# TRANSIT/SUBWAY BRAND TRAIN CARDS

VOLUME 2.1 - 11.19.2009

## NYC SUBWAY CARS



### Size(s):

#### • Subway Cards

- |          |                    |                            |
|----------|--------------------|----------------------------|
| <b>1</b> | <b>Final Trim:</b> | <b>10.875"h X 45.875"w</b> |
|          | <b>Live area:</b>  | <b>10"h X 44.125"w</b>     |
| <b>2</b> | <b>Final Trim:</b> | <b>10.875"h X 69.875"w</b> |
|          | <b>Live area:</b>  | <b>10"h X 69.125"w</b>     |

#### • Subway Square Card

- |                    |                    |
|--------------------|--------------------|
| <b>Final Trim:</b> | <b>22"h X 21"w</b> |
| <b>Live area:</b>  | <b>21"h X 20"w</b> |

### Substrate:

- Subway Cards should be on 0.0085 Opaline
- Subway Square Cards should be on 5-ply

### Inks:

- Weatherproof / Waterproof / UV Protection
- Compliant with substrate manufacturer

### Mechanical Sizes:

- Document Trim - Subway Cards
  - (1) 5.4375"H x 22.9375"W
  - (2) 5.4375"H x 34.9375"W
- Document Trim - Subway Square Cards
  - 22"H x 21"W
- 300 ppi image resolution at mechanical size
- Images must bleed
- HiRes PDF files with embedded fonts preferred

### Finishing:

- Copy must be produced in one section
- Copy bleeds to edge on all four sides

### Approval:

- CBS Outdoor must receive copy 10 working days prior to posting date
- All content is subject to the approval of CBS Outdoor

### Disposition of Material:

- All unused material remaining after conclusion of display shall be disposed of immediately unless instructions are received 30 days prior to conclusion of display date

### Delivery:

- Material must be received at least 10 working days before the installation at:

CBS Outdoor - NY Subways Service Department  
49-29 Maspeth Avenue  
Maspeth, NY 11378  
p: 718.366.6180

### Disclaimer:

We disclaim any responsibility for the deletion, the failure to store, the misdelivery, or the untimely delivery of any information or material. We disclaim any responsibility for any harm resulting from downloading or accessing any information or material on the Internet using search results from our Web Sites. We disclaim any responsibility for, and if you subscribe to one of our fee-based services you will not be entitled to a refund as a result of, any service outages that are caused by our maintenance on the servers or the technology that underlies our Web Sites, failures of our service providers (including telecommunications, hosting, and power providers), computer viruses, natural disasters or other destruction or damage of our facilities, acts of nature, war, civil disturbance, or any other cause beyond our reasonable control.