



## Art File Production Guidelines

### FILE TYPE & SOFTWARE

Digital file types accepted are: Mac or PC platforms, CD-ROM, 100mb Zip, or upload to our FTP server. Preferred software to be: QuarkXpress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign.  
**Preferred Print File type: High res JPEG and PDFs**

### ARTWORK SETUP

Document should be set up to scale per the above size guidelines with .25" bleed at full production size.

### IMAGE RESOLUTION

Image resolution of all photographs and images should be scanned at a minimum resolution of 100 DPI at full output size. A recommended 150 DPI will give the best overall print quality. Final production should be set up at a minimum of 100 DPI at 100% output size, then can be scaled down at this same ratio, (i.e. 200 DPI at 50% output size.)

### ADDITIONAL REQUIREMENTS

- Adobe vector files accepted at any scale
- All files: CMYK format
- Do not use crop or registration marks on file
- For formats other than high resolution PDF, please include all support files (eps, tiff, jpeg, etc.)
- Convert fonts to outlines

## Dimensions

Files should be submitted at **56" high x 22" wide**. This must be in a portrait format.

Recommended Resolution is 300dpi.

## Locations

### BOSTON, MA

Assembly Row

### LOS ANGELES, CA

Hollywood Boulevard

### PHILADELPHIA, PA

Andorra Shopping Center

### SAN FRANCISCO, CA

San Antonio Shopping Center  
Santana Row  
Westgate Center

### WASHINGTON D.C.

Ashburn Farm Market Center  
Bethesda Row  
Falls Plaza  
Leesburg Plaza  
L'Enfant Plaza  
Montrose Crossing  
Shopping Center  
Pan Am Shopping Center  
Pentagon Row  
Pike and Rose  
Rockville Town Square  
Village at Shirlington

## Artwork Submission

**Artwork for approval and production can be uploaded via We Transfer link below:**  
<https://eye-corp-media.wetransfer.com>

### In We Transfer

**Email To:** artworkapproval@eyecorpmedia.com

**Message:** (Please Include Creative Name and Advertiser as Reference.)

## FOR ALL QUESTIONS, CONTACT:

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