

Digital Format Guidelines & Translite Sizes



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Artwork MUST meet the specifications listed below:

- **FILE FORMAT:** EPS TIFF
- **RESOLUTION** must be 150 dpi to 300 dpi at final trimmed size.
- **COLOR MODE:** RGB CMYK
Color corrected RGB files will give best results.
- **FONTS** must be or converted to outlines or supplied in MAC format.
- **MARGINS & BLEEDS**
Margins = 1/2" for visual window area.
Bleeds = 1/8" all 4 sides.

- 1 ARTWORK PROVIDED AS**
- Uploaded file @www.pepsipop.com/ftp
 - Mailed Disc
 - Mailed 4 X 5 Positive Photo Transparency

2 FILE NAME(S) _____

3 IMAGE SIZE & QUANTITY = _____

- Indoor Image Sizes:**
- CUSTOM SIZE, _____ "w x _____ "h
 - T1, Full, 16-3/16"w x 21-7/8"h
 - T2, Half, 16-3/16"w x 11-7/8"h
 - T3, Dual, 16-3/16"w x 10-7/8"h
 - T21, Concave, 23-3/16"w x 24-1/16"h
 - T23, Double Wide, 33-7/8"w x 21-7/8"h
- Outdoor Image Sizes:**
- CUSTOM SIZE, _____ "w x _____ "h
 - T5, Full, 16-3/16"w x 21-3/8"h
 - T6, Special Full, 16-3/16"w x 16-1/16"h
 - T7, Half, 16-3/16"w x 11-3/4"h
 - T8, Special Half, 16-3/16"w x 7-1/4"h
 - T9, Dual, 16-3/16"w x 10-5/8"h
 - T10, Special Dual, 16-3/16"w x 7-15/16"h
 - T11, Preview/Appendage, 16-3/16"w x 9-3/8"h
 - T12, Preview/Appendage Dual, 8-3/16"w x 9-3/8"h

- Logo Strips & Headers (Indoor & Outdoor)**
- T4, Header, 15-15/16"w x 2-1/2"h
 - T14, Graphic Strip-Long, 15-15/16"w x 1-3/16"h
 - T15, Graphic Strip-Short, 12-7/8"w x 1-3/16"h
 - T24, Double Wide Header, 33-3/4"w x 2-1/2"h
 - T25, Double Wide Strip, 33-3/4"w x 1-3/16"h

- Magnetic Image Sizes:**
- CUSTOM SIZE, _____ "w x _____ "h
 - 1M23, Magnetic Full, 23"w x 22"h
 - 2M23, Magnetic Half, 23"w x 11-1/2"h
 - 3M23, Magnetic One-Third, 23"w x 7"h
 - 4M23, Magnetic Quarter, 11-1/2"w x 11"h
 - 1M16, Magnetic Full, 16"w x 22"h
 - 2M16, Magnetic Half, 16"w x 11-1/2"h
 - 3M16, Magnetic One-Third, 16"w x 7"h
 - 4M16, Magnetic Quarter, 8"w x 11"h
 - 2S23, Magnetic Header, 23"w x 2"h
 - 1S23, Magnetic Strip, 23"w x 1"h
 - 2S16, Magnetic Header, 16"w x 2"h
 - 1S16, Magnetic Strip, 16"w x 1"h

- 4 IMAGE TYPE** illuminated Translite
 Non-illuminated Photo Print Magnetic

NOTES:
