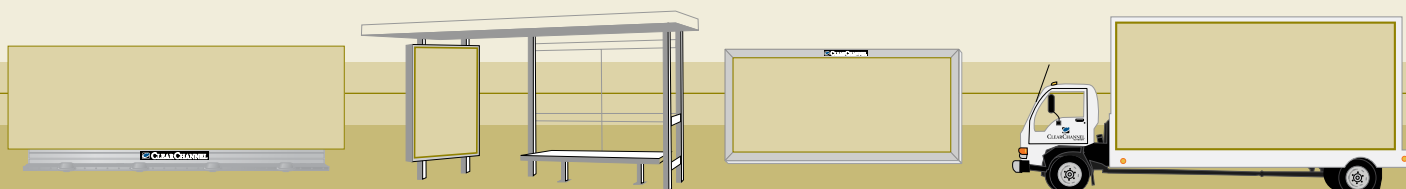


NATIONAL

ART / PRODUCTION SPECIFICATIONS



The specifications detailed here are for our standard/typical national products only.

Due to structure variations and local ordinances, size and extension requirements may vary by market.

Verifying final size and specifications with your Clear Channel Representative and the production facility of your choice is recommended prior to the creation and production of any artwork.

CREATIVE RESOURCES



DESIGN CONSIDERATIONS

Product Identification

Make sure you are able to read the advertiser's name.

Short Copy

Don't use more than 7 words, and keep them short for easy comprehension.

Large and Legible Type

Lettering should be a minimum of one foot tall. Remember these are viewed from 400 - 600 feet.

Increase Line Thickness

At 500 feet, thin lines disappear.

Forget The "White Space Rule"

It doesn't apply to outdoor like it does with print material.

Bold Colors

Being subtle at 600 feet does not work.

High Contrast

For high visibility.

Simplify Everything

Stay with one key idea or objective.

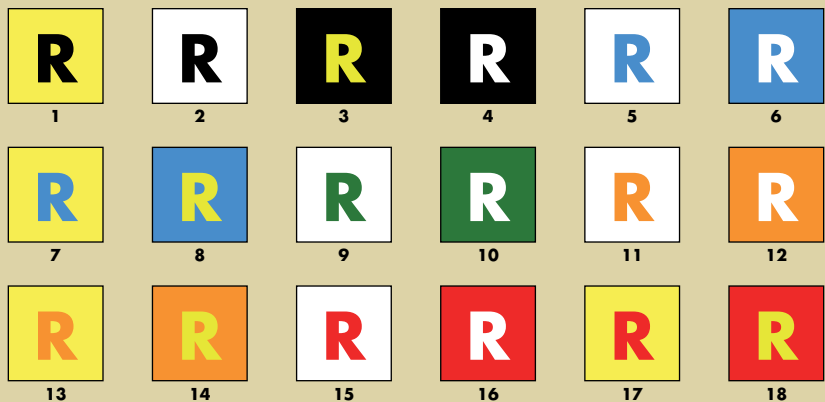
View From a Distance

Look at the design from 15 feet away for only 5 seconds. Is it legible? This simulates driving past a billboard.

COLOR TIPS

Reproduced below are 18 color combinations tested for visibility at various distances by the OAAA. Visibility is ranked in the sequence shown, with "1" the most visible and "18" the least visible.

The color wheel & colored bars, also below, illustrate the need for designers to choose colors for Outdoor that are complimentary and have a high contrast as well as value. For example, Green and Red are opposite each other and are therefore complimentary colors. They represent a good contrast in hues, but in values they are very similar. The result sets up an annoying vibration. The same is true of Blue and Orange.



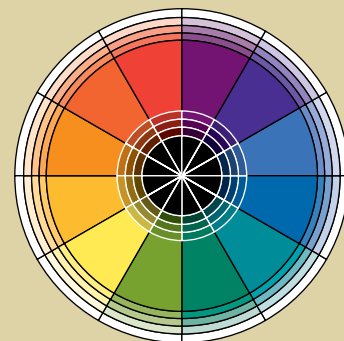
HIGH CONTRAST

VIBRATIONS

VIBRATIONS

LOW VISIBILITY

HIGH VISIBILITY



CREATIVE RESOURCES

GET OUT OF THE BOX WITH EMBELLISHMENTS

*Want to extend the reach and impact of your outdoor program?
Give it something extra with extensions and effects!*

EXTENSIONS

Extensions add even more 'pop' to an already powerful outdoor design. By breaking through the boundaries of the standard outdoor display, extensions attract even more sets of eyes to your advertising message. When you start designing the artwork for your next outdoor program with Clear Channel Outdoor, don't forget to "Think Outside the Box." Add an extension and extend the reach of your program.



Without Extensions



With Extensions

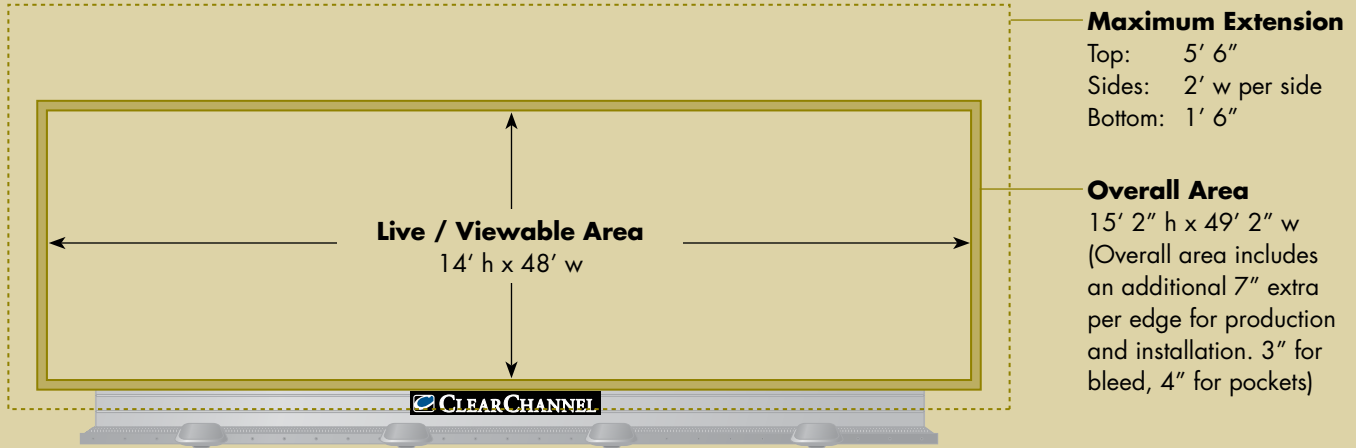
PROPS & EFFECTS

*You are encouraged to challenge us!
To inspire us with new ideas to give us an even greater opportunity to persuade and astound with your outdoor advertising!*



ART / PRODUCTION SPECIFICATIONS

BULLETINS (14' h x 48' w)



ARTWORK REQUIREMENTS

Artwork should be delivered to Clear Channel Outdoor 30-days prior to a scheduled display date. It must include traditional mechanical specifications.

Mechanical Proportion and Scale

- 1/4" = 1'
- Digital Resolution at this scale is best at 600dpi.

Digital Specifications

- All Clear Channel Outdoor Art and Production departments accept digital files on Macintosh formatted CD Roms, DVDs or USB drives. Art may also be uploaded via our online file exchange at: <http://fileexchange.clearchannel.com/>
- Software: Illustrator, PhotoShop, InDesign & Press-Quality PDF
- Include both screen and printer fonts or convert to paths/outlines.
- Be sure to include all imported or placed graphic files.
- PhotoShop imports must be saved as (.psd in layers), (.eps), (.jpg 12), or (.tif) CMYK images.
- Include a client approved color proof for color matching.
- Specify all flat tones as Pantone colors.

OVERAGE

We recommend 5% overage for large showing levels.

SHIPPING REQUIREMENTS

Clients who supply finished materials to Clear Channel Outdoor, must ensure materials are received no less than 5-days prior to the contract installation date.

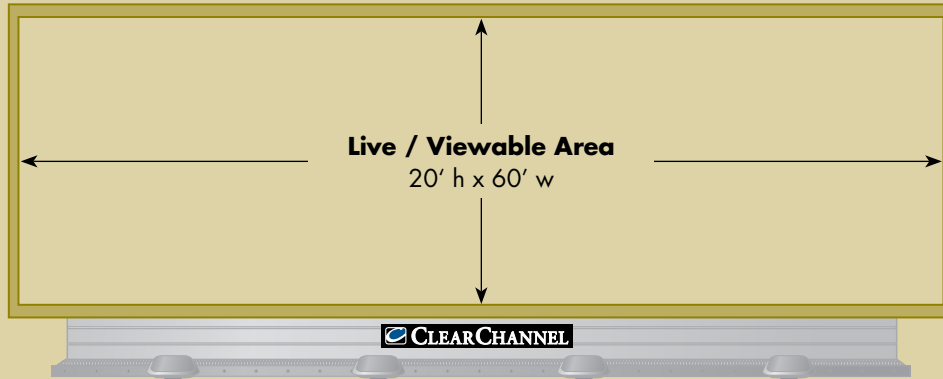
- Rolled onto a 4" minimum diameter core.
- Shipped in a tube.
- Include only one vinyl per tube.
- Attach a label with a picture of the design on the outside of the tube.
- Vinyls that are folded in a box may result in a delay of installation date, increased installation time and poor quality of display.

PRODUCTION CONSIDERATIONS

The specifications detailed here are for our standard / typical national Bulletins only. Due to structure variations and local ordinances, size and extension requirements may vary by market. Verifying final size and specifications with your Clear Channel Representative is recommended prior to the creation and production of any artwork.

ART / PRODUCTION SPECIFICATIONS

BULLETINS (20' h x 60' w)



Overall Area

21' 2" h x 61' 2" w
(Overall area includes an additional 7" extra per edge for production and installation. 3" for bleed, 4" for pockets)

ARTWORK REQUIREMENTS

Artwork should be delivered to Clear Channel Outdoor 30-days prior to a scheduled display date. It must include traditional mechanical specifications.

Mechanical Proportion and Scale

- 1/4" = 1'
- Digital Resolution at this scale is best at 600dpi.

Digital Specifications

- All Clear Channel Outdoor Art and Production departments accept digital files on Macintosh formatted CD Roms, DVDs or USB drives. Art may also be uploaded via our online file exchange at: <http://fileexchange.clearchannel.com/>
- Software: Illustrator, PhotoShop, InDesign & Press-Quality PDF
- Include both screen and printer fonts or convert to paths/outlines.
- Be sure to include all imported or placed graphic files.
- PhotoShop imports must be saved as (.psd in layers), (.eps), (.jpg 12), or (.tif) CMYK images.
- Include a client approved color proof for color matching.
- Specify all flat tones as Pantone colors.

OVERAGE

We recommend 5% overage for large showing levels.

SHIPPING REQUIREMENTS

Clients who supply finished materials to Clear Channel Outdoor, must ensure materials are received no less than 5-days prior to the contract installation date.

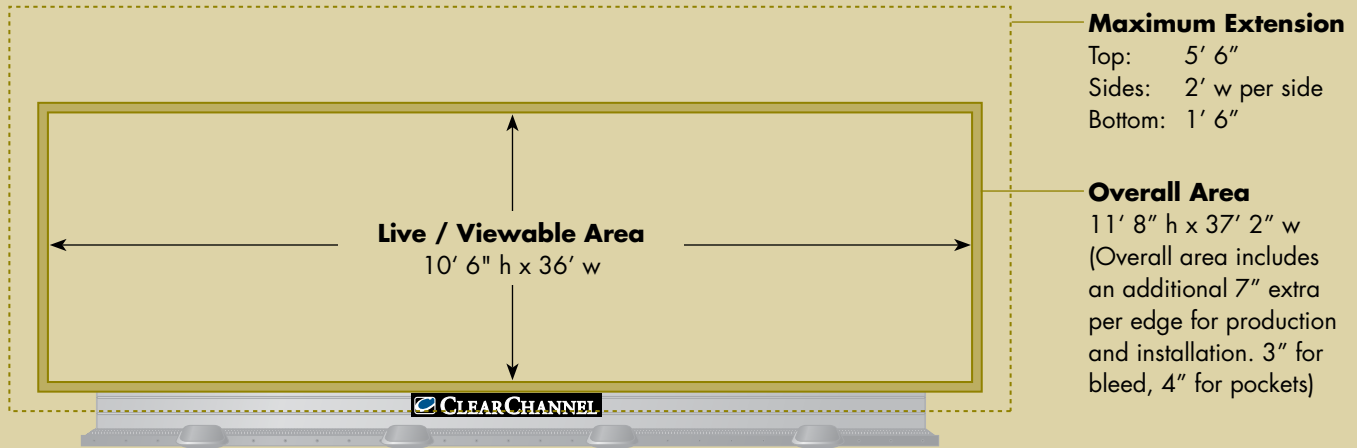
- Rolled onto a 4" minimum diameter core.
- Shipped in a tube.
- Include only one vinyl per tube.
- Attach a label with a picture of the design on the outside of the tube.
- Vinyls that are folded in a box may result in a delay of installation date, increased installation time and poor quality of display.

PRODUCTION CONSIDERATIONS

The specifications detailed here are for our standard / typical national Bulletins only. Due to structure variations and local ordinances, size and extension requirements may vary by market. Verifying final size and specifications with your Clear Channel Representative is recommended prior to the creation and production of any artwork.

ART / PRODUCTION SPECIFICATIONS

BULLETINS (10' 6" h x 36' w)



ARTWORK REQUIREMENTS

Artwork should be delivered to Clear Channel Outdoor 30-days prior to a scheduled display date. It must include traditional mechanical specifications.

Mechanical Proportion and Scale

- 1/4" = 1'
- Digital Resolution at this scale is best at 600dpi.

Digital Specifications

- All Clear Channel Outdoor Art and Production departments accept digital files on Macintosh formatted CD Roms, DVDs or USB drives. Art may also be uploaded via our online file exchange at: <http://fileexchange.clearchannel.com/>
- Software: Illustrator, PhotoShop, InDesign & Press-Quality PDF
- Include both screen and printer fonts or convert to paths/outlines.
- Be sure to include all imported or placed graphic files.
- PhotoShop imports must be saved as (.psd in layers), (.eps), (.jpg 12), or (.tif) CMYK images.
- Include a client approved color proof for color matching.
- Specify all flat tones as Pantone colors.

OVERAGE

We recommend 5% overage for large showing levels.

SHIPPING REQUIREMENTS

Clients who supply finished materials to Clear Channel Outdoor, must ensure materials are received no less than 5-days prior to the contract installation date.

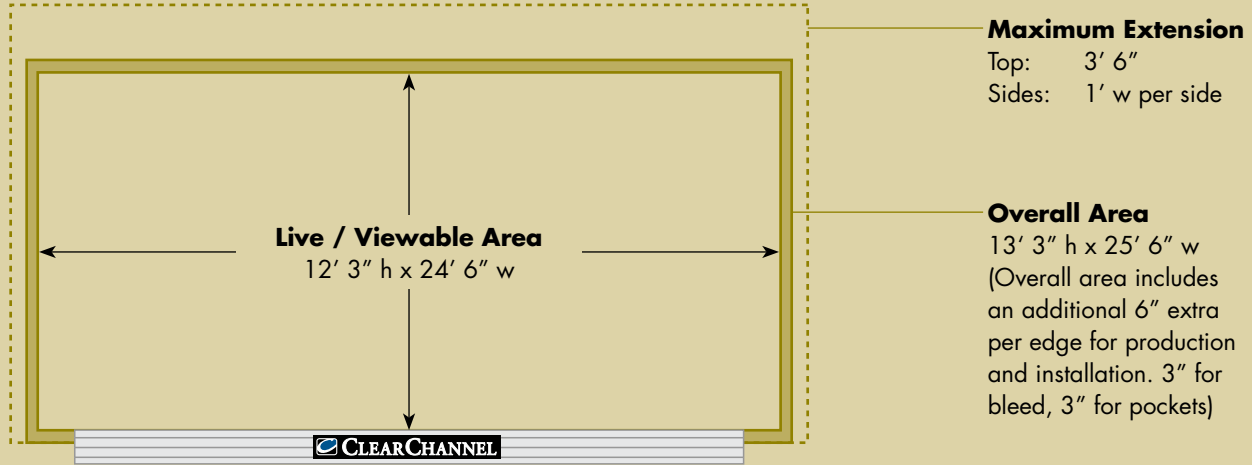
- Rolled onto a 4" minimum diameter core.
- Shipped in a tube.
- Include only one vinyl per tube.
- Attach a label with a picture of the design on the outside of the tube.
- Vinyls that are folded in a box may result in a delay of installation date, increased installation time and poor quality of display.

PRODUCTION CONSIDERATIONS

The specifications detailed here are for our standard / typical national Bulletins only. Due to structure variations and local ordinances, size and extension requirements may vary by market. Verifying final size and specifications with your Clear Channel Representative is recommended prior to the creation and production of any artwork.

ART / PRODUCTION SPECIFICATIONS

PREMIERE PANELS™



ARTWORK REQUIREMENTS

Artwork should be delivered to Clear Channel Outdoor 30-days prior to a scheduled display date. It must include traditional mechanical specifications.

Mechanical Proportion and Scale

- 1/4" = 1'
- Digital Resolution at this scale is best at 600dpi.

Digital Specifications

- All Clear Channel Outdoor Art and Production departments accept digital files on Macintosh formatted CD Roms, DVDs or USB drives. Art may also be uploaded via our online file exchange at: <http://fileexchange.clearchannel.com/>
- Software: Illustrator, PhotoShop, InDesign & Press-Quality PDF
- Include both screen and printer fonts or convert to paths/outlines.
- Be sure to include all imported or placed graphic files.
- PhotoShop imports must be saved as (.psd in layers), (.eps), (.jpg 12), or (.tif) CMYK images.
- Include a client approved color proof for color matching.
- Specify all flat tones as Pantone colors.

OVERAGE

We recommend 5% overage for large showing levels.

SHIPPING REQUIREMENTS

Clients who supply finished materials to Clear Channel Outdoor, must ensure materials are received no less than 5-days prior to the contract installation date.

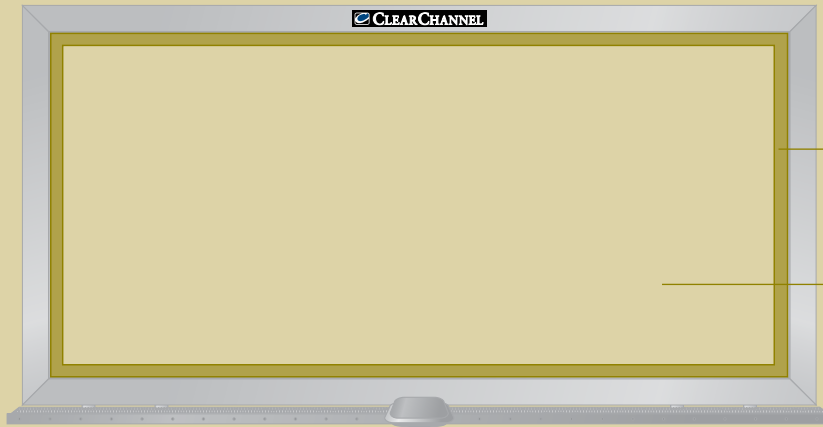
- Rolled onto a 4" minimum diameter core.
- Shipped in a tube.
- Include only one vinyl per tube.
- Attach a label with a picture of the design on the outside of the tube.

PRODUCTION CONSIDERATIONS

The specifications detailed here are for our standard / typical national Premiere Panels™ only. Due to structure variations and local ordinances, size and extension requirements may vary by market. Verifying final size and specifications with your Clear Channel Representative is recommended prior to the creation and production of any artwork.

ART / PRODUCTION SPECIFICATIONS

ECO•POSTERS



Viewable / Live Area

10' 5" h x 22' 8" w

Critical Elements

9' 5" h x 21' 8" w

ARTWORK REQUIREMENTS

Artwork should be delivered to Clear Channel Outdoor 30-days prior to a scheduled display date. It must include traditional mechanical specifications.

Viewable / Live Area • 10' 5" h x 22' 8" w

Critical Elements • 9' 5" h x 21' 8" w

Mechanical Proportion and Scale

- 1/2" = 1'
- Digital Resolution at this scale is best at 600dpi.

Digital Specifications

- All Clear Channel Outdoor Art and Production departments accept digital files on Macintosh formatted CD Roms, DVDs or USB drives. Art may also be uploaded via our online file exchange at: <http://fileexchange.clearchannel.com/>
- Software: Illustrator, PhotoShop, InDesign & Press-Quality PDF
- Include both screen and printer fonts or convert to paths/outlines.
- Be sure to include all imported or placed graphic files.
- PhotoShop imports must be saved as (.psd in layers), (.eps), (.jpg 12), or (.tif) CMYK images.
- Include a client approved color proof for color matching.
- Specify all flat tones as Pantone colors.

OVERAGE

The OAAA recommends 5% overage.

PRODUCTION REQUIREMENTS

Due to the installation / finishing requirements for ECO•Posters, production must be completed by a Clear Channel Outdoor approved vendor.

Please contact your Clear Channel Outdoor representative for a list of approved vendors.

SHIPPING REQUIREMENTS

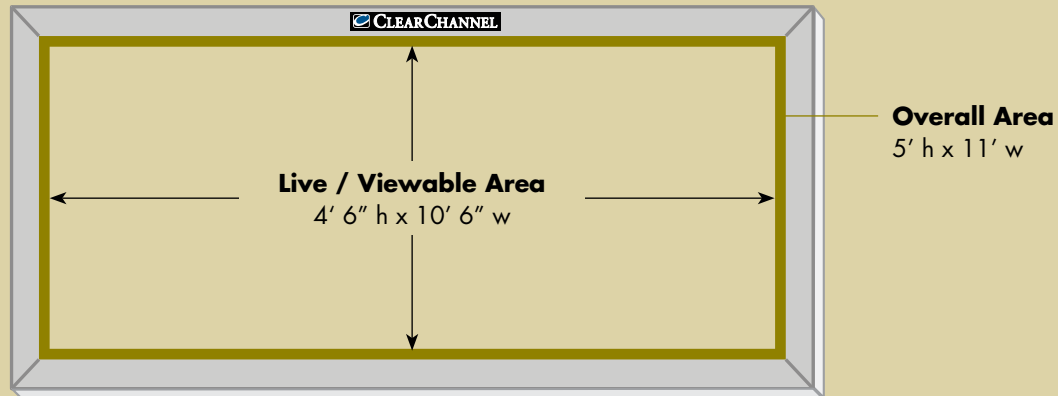
Clients who supply finished materials to Clear Channel Outdoor, must ensure materials are received no less than 5-days prior to the contract installation date.



**ECO•POSTERS are
100% recyclable.**

ART / PRODUCTION SPECIFICATIONS

JUNIOR POSTERS



ARTWORK REQUIREMENTS

Artwork should be delivered to Clear Channel Outdoor 30-days prior to a scheduled display date. It must include traditional mechanical specifications.

Mechanical Proportion and Scale

- 1/4" = 1'
- Digital Resolution at this scale is best at 600dpi.

Digital Specifications

- All Clear Channel Outdoor Art and Production departments accept digital files on Macintosh formatted CD Roms, DVDs or USB drives. Art may also be uploaded via our online file exchange at: <http://fileexchange.clearchannel.com/>
- Software: Illustrator, PhotoShop, InDesign & Press-Quality PDF
- Include both screen and printer fonts or convert to paths/outlines.
- Be sure to include all imported or placed graphic files.
- PhotoShop imports must be saved as (.psd in layers), (.eps), (.jpg 12), or (.tif) CMYK images.
- Include a client approved color proof for color matching.
- Specify all flat tones as Pantone colors.

OVERAGE

We recommend 5% overage for large showing levels.

SHIPPING REQUIREMENTS

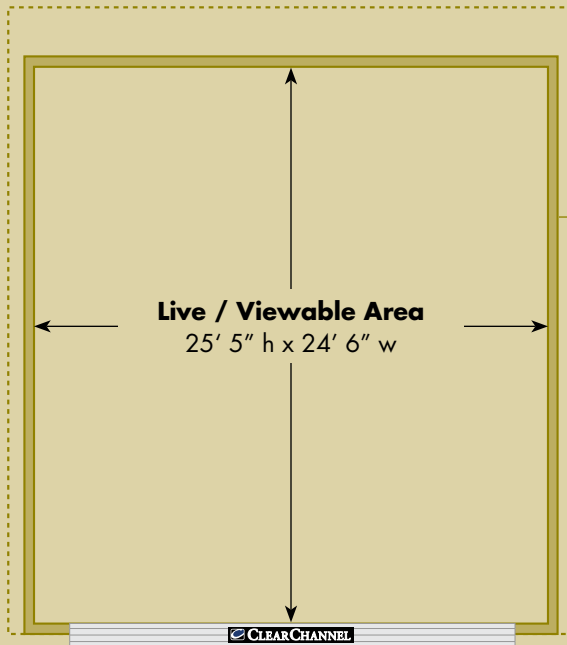
Clients who supply finished materials to Clear Channel Outdoor, must ensure materials are received no less than 5-days prior to the contract installation date.

PRODUCTION CONSIDERATIONS

The specifications detailed here are for our standard / typical national Junior Posters only. Due to structure variations and local ordinances, size may vary by market. Verifying final size and specifications with your Clear Channel Representative is recommended prior to the creation and production of any artwork.

ART / PRODUCTION SPECIFICATIONS

PREMIERE SQUARES™



Maximum Extension

Top: 3' 6"
Sides: 1' w per side

Overall Area

26' 5" h x 25' 6" w
(Overall area includes an additional 6" extra per edge for production and installation. 3" for bleed, 3" for pockets)

ARTWORK REQUIREMENTS

Artwork should be delivered to Clear Channel Outdoor 30-days prior to a scheduled display date. It must include traditional mechanical specifications.

Mechanical Proportion and Scale

- 1/4" = 1'
- Digital Resolution at this scale is best at 600dpi.

Digital Specifications

- All Clear Channel Outdoor Art and Production departments accept digital files on Macintosh formatted CD Roms, DVDs or USB drives. Art may also be uploaded via our online file exchange at: <http://fileexchange.clearchannel.com/>
- Software: Illustrator, PhotoShop, InDesign & Press-Quality PDF
- Include both screen and printer fonts or convert to paths/outlines.
- Be sure to include all imported or placed graphic files.
- PhotoShop imports must be saved as (.psd in layers), (.eps), (.jpg 12), or (.tif) CMYK images.
- Include a client approved color proof for color matching.
- Specify all flat tones as Pantone colors.

OVERAGE

We recommend 5% overage for large showing levels.

SHIPPING REQUIREMENTS

Clients who supply finished materials to Clear Channel Outdoor, must ensure materials are received no less than 5-days prior to the contract installation date.

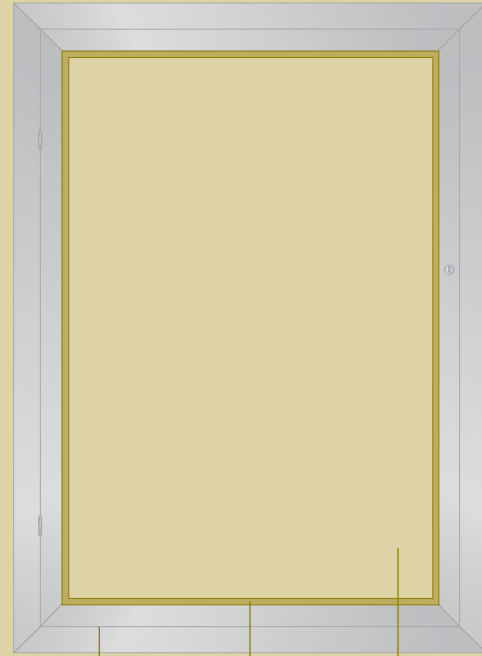
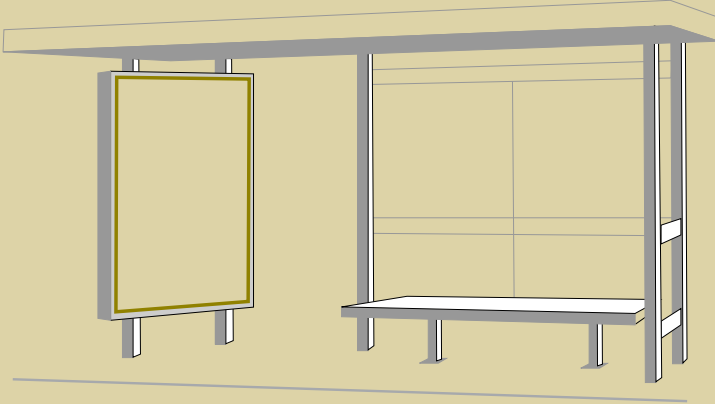
- Rolled onto a 4" minimum diameter core.
- Shipped in a tube.
- Include only one vinyl per tube.
- Attach a label with a picture of the design on the outside of the tube.

PRODUCTION CONSIDERATIONS

The specifications detailed here are for our standard / typical national Premiere Squares™ only. Due to structure variations and local ordinances, size and extension requirements may vary by market. Verifying final size and specifications with your Clear Channel Representative is recommended prior to the creation and production of any artwork.

ART / PRODUCTION SPECIFICATIONS

TRANSIT SHELTERS



ARTWORK REQUIREMENTS

Artwork should be delivered to Clear Channel Outdoor 30-days prior to a scheduled display date. It must include traditional mechanical specifications.

Mechanical Proportion and Scale

- 1" = 1'
- Digital Resolution at this scale is best at 600dpi.

Digital Specifications

- All Clear Channel Outdoor Art and Production departments accept digital files on Macintosh formatted CD Roms, DVDs or USB drives. Art may also be uploaded via our online file exchange at: <http://fileexchange.clearchannel.com/>
- Software: Illustrator, PhotoShop, InDesign & Press-Quality PDF
- Include both screen and printer fonts or convert to paths/outlines.
- Be sure to include all imported or placed graphic files.
- PhotoShop imports must be saved as (.psd in layers), (.eps), (.jpg 12), or (.tif) CMYK images.
- Include a client approved color proof for color matching.
- Specify all flat tones as Pantone colors.

OVERAGE

We recommend 5% overage for large showing levels.

Overall Area

69" h x 48" w

Live / Viewable Area

67" h x 46" w

Critical Elements*

65" h x 44" w

*Keep all important visual elements inside this area as additional trim may be required.

SHIPPING REQUIREMENTS

Clients who supply finished materials to Clear Channel Outdoor, must ensure materials are received no less than 5-days prior to the contract installation date.

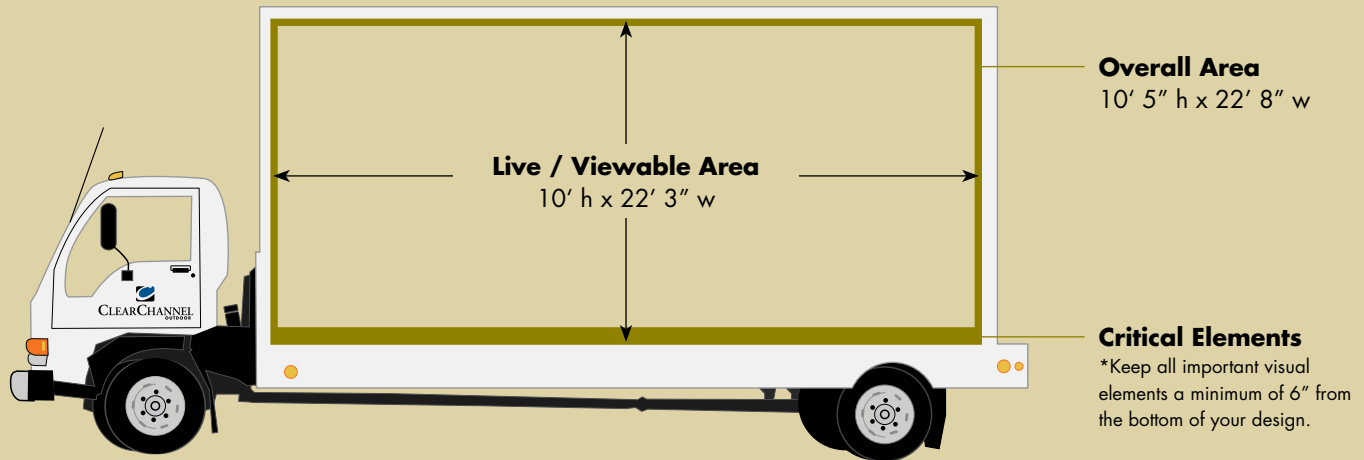
- Rolled and shipped in a tube.
- Attach a label with a picture of the design on the outside of the tube.

PRODUCTION CONSIDERATIONS

The specifications detailed here are for our standard / typical national Transit Shelters only. Due to structure variations and local ordinances, size may vary by market. Verifying final size and specifications with your Clear Channel Representative is recommended prior to the creation and production of any artwork.

ART / PRODUCTION SPECIFICATIONS

MOBILE BILLBOARD



ARTWORK REQUIREMENTS

Artwork should be delivered to Clear Channel Outdoor 30-days prior to a scheduled display date. It must include traditional mechanical specifications.

Mechanical Proportion and Scale

- 1/4" = 1'
- Digital Resolution at this scale is best at 600dpi.

Digital Specifications

- All Clear Channel Outdoor Art and Production departments accept digital files on Macintosh formatted CD Roms, DVDs or USB drives. Art may also be uploaded via our online file exchange at: <http://fileexchange.clearchannel.com/>
- Software: Illustrator, PhotoShop, InDesign & Press-Quality PDF
- Include both screen and printer fonts or convert to paths/outlines.
- Be sure to include all imported or placed graphic files.
- PhotoShop imports must be saved as (.psd in layers), (.eps), (.jpg 12), or (.tif) CMYK images.
- Include a client approved color proof for color matching.
- Specify all flat tones as Pantone colors.

OVERAGE

We recommend 5% overage for large showing levels.

SHIPPING REQUIREMENTS

Clients who supply finished materials to Clear Channel Outdoor, must ensure materials are received no less than 5-days prior to the contract installation date.

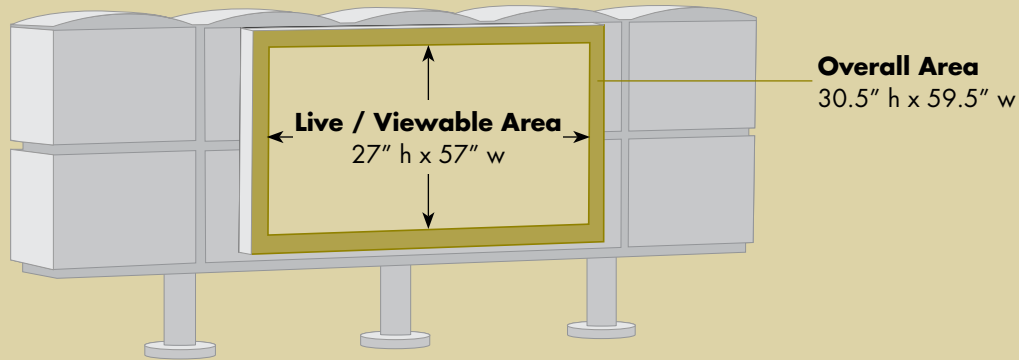
- Rolled and shipped in a tube.
- Attach a label with a picture of the design on the outside of the tube.

PRODUCTION CONSIDERATIONS

The specifications detailed here are for our standard / typical national Mobile Billboards only. Due to structure variations and local ordinances, size and extension requirements may vary by market. Verifying final size and specifications with your Clear Channel Representative is recommended prior to the creation and production of any artwork.

ART / PRODUCTION SPECIFICATIONS

SAN FRANCISCO NEWSRACKS



ARTWORK REQUIREMENTS

Artwork should be delivered to Clear Channel Outdoor 30-days prior to a scheduled display date. It must include traditional mechanical specifications.

- Digital Resolution = 100% at 600 dpi

Digital Specifications

- All Clear Channel Outdoor Art and Production departments accept digital files on Macintosh formatted CD Roms, DVDs or USB drives. Art may also be uploaded via our online file exchange at: <http://fileexchange.clearchannel.com/>
- Software: Illustrator, PhotoShop, InDesign & Press-Quality PDF
- Include both screen and printer fonts or convert to paths/outlines.
- Be sure to include all imported or placed graphic files.
- PhotoShop imports must be saved as (.psd in layers), (.eps), (.jpg 12), or (.tif) CMYK images.
- Include a client approved color proof for color matching.
- Specify all flat tones as Pantone colors.

OVERAGE

We recommend 5% overage for large showing levels.

PRODUCTION MATERIALS

- Duratrans or Opaline or Styrene (newsrack material not to exceed 15 mil density, should have MAT finish lamination within that 15 mil density. Lamination to be on both sides).
- Additional production specs available. Please contact your Clear Channel Representative, for details.

SHIPPING REQUIREMENTS

Clients who supply finished materials to Clear Channel Outdoor, must ensure materials are received no less than 5-days prior to the contract installation date.

- Rolled and shipped in a tube.
- Attach a label with a picture of the design on the outside of the tube.

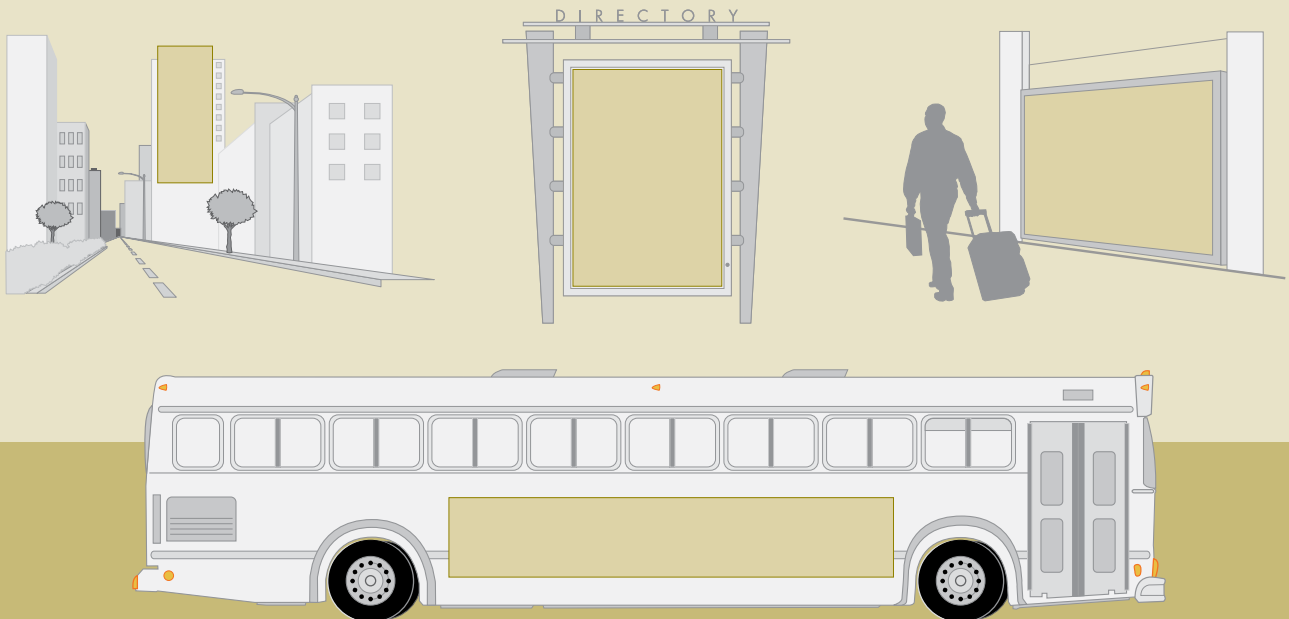
PRODUCTION CONSIDERATIONS

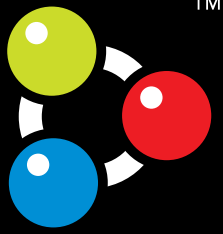
The specifications detailed here are for our standard / typical national NewsRacks only. Due to structure variations and local ordinances, size may vary by market. Verifying final size and specifications with your Clear Channel Representative is recommended prior to the creation and production of any artwork.

ART / PRODUCTION SPECIFICATIONS

Additional specifications available upon request.

Contact your Clear Channel Representative for additional details.





NATIONAL DIGITAL ART / PRODUCTION SPECIFICATIONS





DIGITAL CREATIVE GUIDELINES & SPECS

SIMPLICITY IS THE KEY TO CREATING GREAT OUT-OF-HOME DESIGN.

A billboard's main purpose is functionality. Creating a billboard is mainly about making it read. Even the best design is worthless if it is not legible from a distance. It is only after legibility has been mastered that creativity can follow.

Although very similar, there are variances in designing for digital as opposed to traditional Out-of-Home. With that in mind, listed here are Clear Channel Outdoor's recommended guidelines for designing a digital billboard.

Make the Text Large

Outdoor designs should be simple, clear and easy to read. Digital Bulletins should be legible from 500 feet away, Digital Posters from 300 feet away.

Use Bold, Non-Serif Fonts

Always use large, legible typefaces. At 500 feet, thin lines optically fade or break up and very heavy fonts blur together. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

Works **Works** *Doesn't Work* *Doesn't Work*

Stick to One Message or Idea

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to its essential elements.

Be Short and Sweet

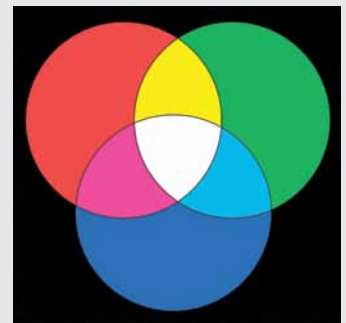
Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

Color

Use only RGB color files for digital displays. Design as you would for a website, TV or computer monitor.

Avoid White Backgrounds

To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.



Use Bright, Bold Colors

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.





TM

DIGITAL CREATIVE GUIDELINES & SPECS

NATIONAL DIGITAL PRODUCTION REQUIREMENTS

File Type
Uncompressed JPG

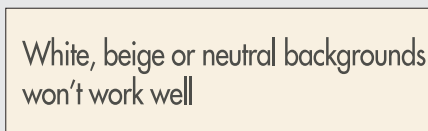
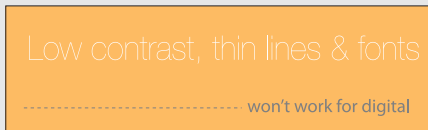
Color Mode
RGB

Art Pixel Dimensions
Digital Bulletins
400h X 1400w

Digital Posters
400h X 840w

Design with High Contrast

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.



Pick Your Image Wisely

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.

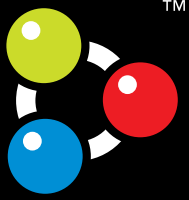
Forget About White Space

White space does not apply in Outdoor like in printed material. Increase your logo, font sizes and imagery! Having unused visual space at 300 - 500 feet is not recommended.

Test Your Idea

A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?





DIGITAL CREATIVE SPECIFICATIONS

DIGITAL BULLETINS

400 pixels

1400 pixels

DIGITAL POSTERS

400 pixels

840 pixels

DIGITAL PREMIERES

400 pixels

764 pixels

NATIONAL DIGITAL PRODUCTION REQUIREMENTS

File Type
Uncompressed JPG

Color Mode
RGB