

banners // downtown brooklyn partnership

Spec Sheet

mechanical

guidelines and indications

96"H x 36"W

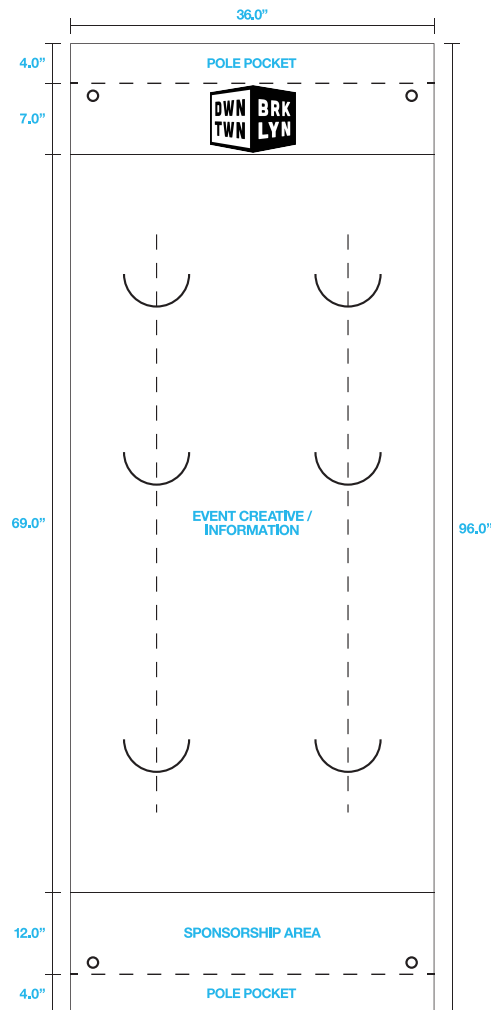
finished size

65"H x 36"W

banner creative area

100 DPI

minimum resolution



mechanicals, requirements and tips

Illustrator, InDesign, Photoshop CS5 or earlier.

Illustrator: Please provide all illustrations as vector-based line art. All fonts must be converted to outlines. Document Raster Effects Settings: 200ppi at 50% or 100ppi at 100%. Allow safety area of at least 1/4" in from trim. Bleed must extend 1/4" beyond trim.

InDesign: Include layout, linked files and fonts. Images should be in TIFF or EPS format – 200DPI @ 50%; no less than 100 DPI at 100%. Alternatively, either fonts may be converted to outlines, or High Quality PDF's can be accepted as mechanicals in place of a preflighted job.

Photoshop: CMYK color mode. Flattened TIFF files only. 300 DPI at 50% of the final size or 100 DPI at 100%.

Specify Pantone PMS numbers and/or CMYK breakouts for precise color matching. Include JPEGs as reference.

Pole Pockets:

Only colors and patterns may extend to the 4"H pole pockets. Keep logos and small copy away from these pocket seams.

Wind Slits:

Please feel free to move these wind slits up and down (but not off) their axis to preserve your message and creative.

Note:

All Titan banners are double-sided. Creative supplied to Titan is applied to both sides of each banner by default unless otherwise specified.

file submission

CD or DVD
FTP (File Transfer Protocol) Upload.
Please see last page of this document for contact information.

city regulation permits

Event name, location and date.
"Sponsored by" or "Brought to you by" may appear.

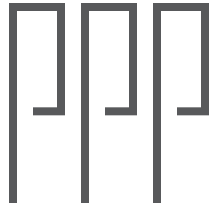
city regulation prohibits

Commercial logos and taglines.
Street addresses, phone numbers and directional arrows.
Web addresses* and e-mail addresses.
Alcohol-related logos.

***Websites and addresses are only allowed in special cases.**
Please see last page of this document for contact information.

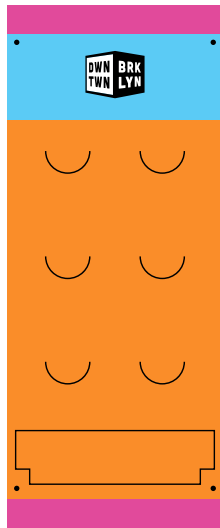
approval

All final artwork must be received 30 days prior to contract start date. In the case that artwork is not received 30 days prior to the contract start date, the client is responsible for expedited shipping fees. The 30-day request allows time for all necessary approvals, production and installation of banners. Titan makes the suggestions on this specification sheet as a guide to follow from our past experience with the approval process.



bid banners

Downtown Brooklyn Partnership
Fulton Street



mechanical diagram

This illustration is proportionate to a Downtown Brooklyn Partnership banner (73"H x 30"W).

Banner messaging must be prominent and larger than the sponsorship logo.

map legend

	BID Logo Area: 12"H x 30"W
	Creative / Information Area: 41"H x 30"W
	Sponsorship Safety Area: 12"H x 30"W (2" above pole pocket)
	Windslits: These may be adjusted vertically so as not to interfere with your creative.
	Pole Pockets: 4"H x 30"W (no text or copy)
	Grommets: 1"D (no text or copy)

about

The Fulton Mall Improvement Association (FMIA) is a nonprofit corporation working to improve the economic health and quality-of-life on Fulton Street. Boerum Place to Flatbush Avenue, this 17-block corridor is well-known for its vibrant and diverse shopping district, welcoming more than 100,000 shoppers a day.

mechanicals, requirements and tips

Please provide all illustrations as vector-based line art. Images should be in CMYK, 300DPI @ 50% and no less than 100 DPI at 100%. In Illustrator, you can package your layouts with linked files and fonts, or you can embed your images and outline your fonts. Add 0.25" bleed at 50%. Add 0.5" bleed at 100%.

preferred software and formats

Adobe Creative Cloud or earlier:
Acrobat: PDF/X-1a:2001
Illustrator: .AI // .EPS // .PDF
InDesign: Packaged w/ .PDF
Photoshop: .EPS // .TIFF (flat)
Color Mode: CMYK
Pantones: Convert to Process
Fonts: Supplied or outlined

file submission

Directions for uploading files for production are detailed on the following page.

finished size

73"H x 30"W

creative area

41"H x 30"W

resolution

100 DPI

approvals and city authorization

Websites are only allowed for schools, events, educational, and cultural institutions. All final artwork must be received 30 days prior to contract start date. In the case that artwork is not received 30 days prior to the contract start date, our client is responsible for expedited shipping fees. Once artwork is received, it will be submitted to the appropriate City entities for approval. However, the City has ultimate approval. Intersection makes the suggestions on this specification sheet as a guide to follow based on past experiences with the approval process.

city regulations

Permitted

Event names
Locations
Dates
Logos within Sponsorship
Safety Area

Prohibited

Commercial taglines
Street addresses
Phone numbers
Directional arrows
Calls to action
Direct product placement