CUT 24" W x 48" H • BLEED +0.5"

POLE POCKETS 3" (green)

SAFE ZONE 4" (blue)

High Impact Advertising

# AVENUE BANNER

## 2' W x 4' H

Full size (1:1) • 24" W x 48" H + 0.5" bleed • CMYK • 150 dpi

Hide the GUIDES layer before submitting

See page 2 for setup instructions

# AVENUE BANNER

Artwork Template • 2' W x 4' H (24" W x 48" H)

## TEMPLATE SPECS

| | |
|---|---|
| **Banner (cut) size** | 24" W x 48" H |
| **Document w/ bleed** | 25" W x 49" H |
| **Bleed** | 0.5" on all edges |
| **Pole pockets** | 3" flat, top and bottom (shown green) |
| **Safe zone** | 4" from top and bottom pocket edges |
| **Grommets** | One in each corner (marks shown) |
| **Scale** | Full size (1:1) |
| **Color mode** | CMYK |
| **Raster resolution** | 150 dpi at full size |
| **Preferred files** | AI, EPS or PDF with outlined fonts |

## HOW TO SET UP YOUR ARTWORK

1. Open this template in Illustrator or a similar program.
2. Extend backgrounds to the red bleed edge.
3. Keep logos and text inside the blue safe zone.
4. Keep key art out of the pole pocket areas.
5. Set color mode to CMYK; images 150 dpi at full size.
6. Outline all fonts and embed placed images.
7. Hide the Guides layer, then save as AI, EPS or PDF.
8. No design file? Send your logo; we'll set it up free.