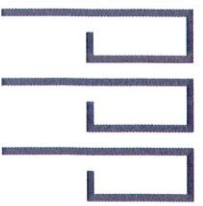


bid banners

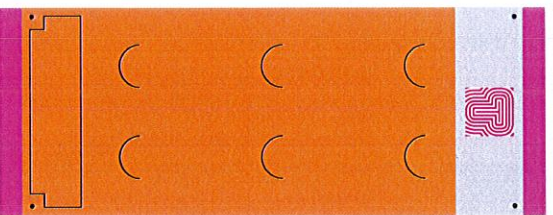
Times Square Alliance
General Banners



mechanical diagram

This illustration is proportionate to a Times Square Alliance banner (8'H x 3'W).

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



about

While cultivating and preserving the ever-present creativity, energy, and edge of the area, the Time Square Alliance strives to improve and promote "America's Town Square" by endorsing local businesses, encouraging economic and public improvements. Times Square is home to famous Broadway productions and a lively nightlife scene.

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

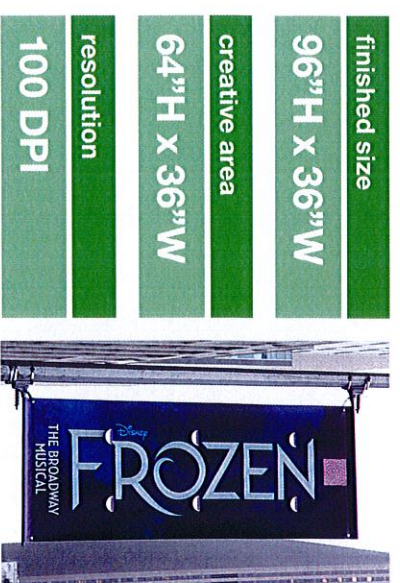
file submission

Adobe Creative Cloud or earlier: Directions for uploading files for Acrobat: PDF/X-1a:2001 production are detailed on the Illustrator: .AI // .EPS // .PDF following page.
InDesign: Packaged w/ .PDF
Photoshop: .EPS // .TIFF (flat)
Color Mode: CMYK
Pantones: Convert to Process
Fonts: Supplied or outlined

map legend

- BID Logo Area: 12"H x 36"W
- Creative / Information Area: 64"H x 36"W
- Wingspits: These may be adjusted vertically so as not to interfere with your creative.
- Pale Pockets: 4"H x 36"W (no text or copy)
- Geometrics: 1"D (no text or copy)

Intersection



finished size

96"H x 36"W

creative area

64"H x 36"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	Prohibited
Event names	Commercial taglines
Locations	Street addresses
Dates	Phone numbers
Logos within Sponsorship	Directional arrows
Safety Area	Calls to action
	Direct product placement



ready. set. upload.

Intersection operates its own in-house printing service, and we have our own FTP (file transfer protocol) site through which you can send your finished banner artwork. Below is a screengrab showing you the information you will need to submit for us to process your job.



zip it!

If you have more than just a .PDF, such as fonts, images, and your source layout, please be sure to compress them all into an appropriately titled .ZIP file which we can trace.



<https://bannersftp.intersection.com>



ftp support

Having issues? Confused? Please contact us at:
IT.support@intersection.com

The screenshot shows a form with a red error message at the top: "Please contact exceed 2 GB". Below the message are several input fields, some of which are highlighted in red. The fields include:

- Advertiser Name *
- Your Name *
- Company/Agency Name *
- Phone Number *
- Email *
- Number Of Files *
- Posting Instructions *
- Campaign Start Date *
- Contract Number *
- Account Executive *
- Campaign Location *

At the bottom of the form, there is a table with the following data:

File #	Filename	Size	Status
File 1	Choose File	No file chosen	No file chosen
File 2	Choose File	No file chosen	No file chosen
File 3	Choose File	No file chosen	No file chosen
File 4	Choose File	No file chosen	No file chosen
File 5	Choose File	No file chosen	No file chosen

At the bottom right of the form, there is a button labeled "Upload Files" and a footer that reads "By FTP Support Contact FTP Support".