

# 019750 - Washington DC/Baltimore Clear Channel Outdoor

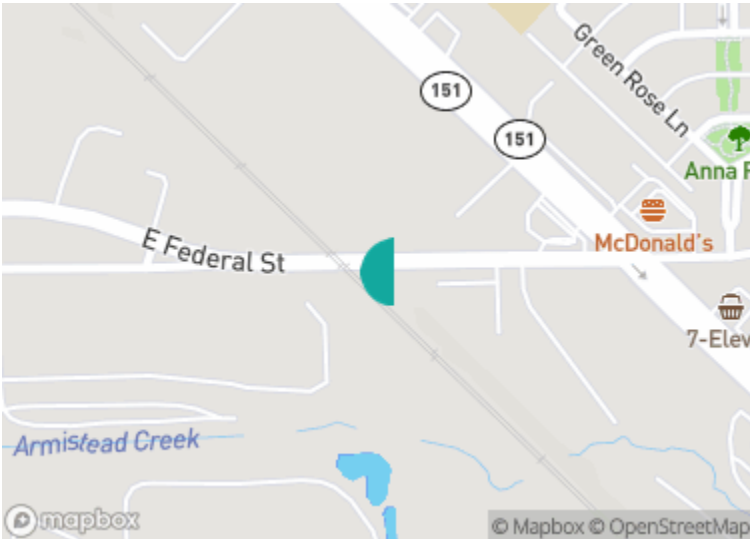
**Description:** Federal St SS 760ft W/O Erdman F/E - S

**Geopath ID:** 29653      **City:** Baltimore      **Latitude:** 39.309

**Media Type:** Posters      **State:** MD      **Longitude:** -76.565

**Display Dimensions:** 10'5" x 22'8"      **Zip:** 21213      **Facing:** E

**Physical Dimensions:** 12' x 25'



Weekly Impressions Baltimore MD (DMA)		
Demo	In Market	Total
18+ yrs	28,668	32,373

Posters are primarily located on surface streets, geo-targeting neighborhoods and reaching customers close to point of sale. With wide distribution throughout the market, Posters are ideal for businesses looking to maximize reach and lower their CPM, and also for those campaigns focused on niche audiences.

Source: 2023 Geopath Impressions. Geopath impression information is based on available Geopath data as of the date of this proposal/photosheet. GEOPATH AUDIENCE LOCATION MEASUREMENT™ Data is proprietary intellectual property owned by Geopath, Inc. and is to be used only by the recipient solely and exclusively for its planning and/or buying of out-of-home media advertisements. The Total 18+ Imps (Weekly) reported for digital now represent only those impressions for a single spot in rotation. © Copyright, 2023 Geopath, All Rights Reserved. Powered by Streetlytics™ Clear Channel will deliver at least 92.5% of total contracted time for Times Square digital inventory.

# Posters: 10'5" H x 22'8" W



## Artwork Requirements

Artwork should be delivered 30 days prior to a scheduled contract date and formatted to the specifications below.

### Design Using Photoshop & Illustrator

- ½ Scale (½ inch = 1 foot) @ 408 ppi
- Full Scale (1 foot = 1 foot) @ 17 ppi

(height x width)	Actual Size (ft)	½ Scale (in)
<b>Bleed/Trim/Finishing</b>	<b>N/A</b>	<b>N/A</b>
<b>Live Area</b>	<b>10'5" H x 22'8" W</b>	<b>5.208" H x 11.333" W</b>
<b>Safe Area</b>	<b>9'5" H x 21'8" W</b>	<b>4.708" H x 10.833" W</b>

### Print Specifications

- CMYK U.S. Web Coated (SWOP) v2 profile
- Rich Black (50c 50m 50y 100k)

### File Specifications

- No Paths or Layers
- 8-Bit, Square Pixel Aspect Ratio
- **Flattened TIFF** (LZW Compression)
- **Photoshop PDF** (Background Layer)
- **JPG** (Max Compression 12)

### File Delivery

Please contact your CCO representative for more information

## Production

- We strongly recommend:
- 5% overage for large showing levels
  - Verifying final sizes and specs with your CCO representative prior to the production of any artwork

## Substrate

Acceptable materials in order of preference:  
1. Polyethylene (PE) - Single Sheet

## Finishing

Clip style finishing

## Shipping Requirements

**Shipping Address:** 9590 Lynn Buff Ct, #5, Laurel, MD 20723

Clients who supply finished materials must ensure they are received 5 days prior to the contract installation date.

We also request:

- Materials be shipped in a box
- A label with a picture of the design is attached to the outside of the box
- A barcode (for internal tracking purposes) be provided by the vendor on all boxes delivered

**Disclaimer & Warning Guidelines:** For roadside printed formats this copy must be in easily legible type and in a size at least 6 inches tall or as required by applicable law or regulation, whichever is greater.

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