



INDOOR MEDIA PRINT PRODUCT SPECIFICATIONS

UPDATED: 02.06.16

- < THE CLASSIC
- < BACKLIT
- < BIG BACKLIT
- < MEGA BANNER
- < BINS



REGINA

P 306 347 2739
F 306 359 6022

SASKATOON

P 306 664 2002
F 306 664 2092



INDR

INDOOR MEDIA
PRODUCT
SPECIFICATIONS

< CAPTIVE >

REGINA

P 306 347 2739
F 306 359 6022

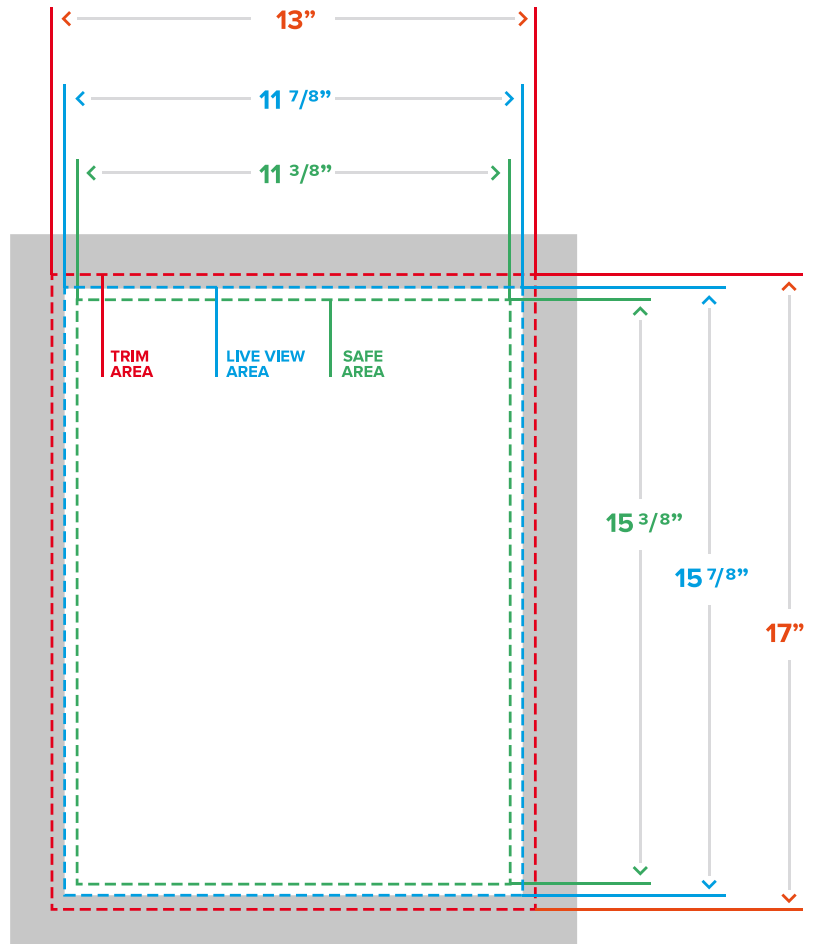
SASKATOON

P 306 664 2002
F 306 664 2092

CAPTIVEAUDIENCE.CA

THE CLASSIC

Our flagship product – thousands of 13" x 17" stainless steel frames located in trendy establishments. There are endless options available for this product – Audio, Postcard, 3D, Luminescent, Holographic, etc. We can execute and find options for almost anything you can dream up. Contact your Account Executive for more information.



DIMENSIONS

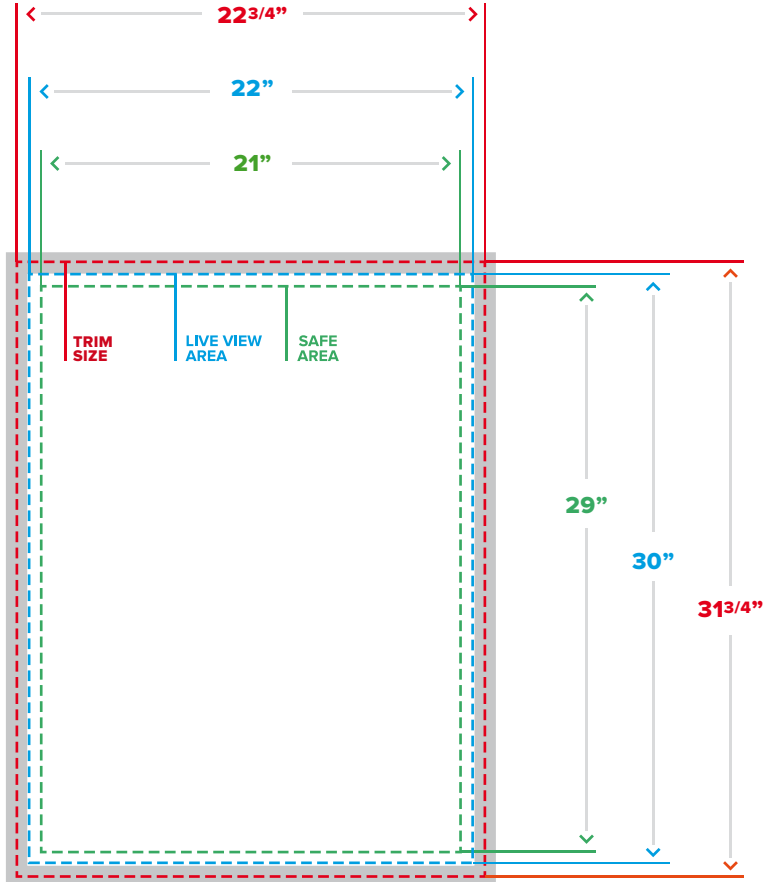
Resolution: **300dpi (or vector)**
Trim Area: **13"(w) x 17"(h)**
Live View Area: **11 7/8"(w) x 15 3/8"(h)**
Safe Area: **11 3/8"(w) x 15 3/8"(h)**

FILE SPECIFICATIONS

- Adobe press ready PDF preferred
- Adobe EPS, Ai or PSD accepted with outlined or linked fonts
- Flattened images files accepted (TIFF, JPG)

BACKLIT

Let your presence be known in the hottest nightclubs in Canada. Our 22" x 30" backlit boards will light up your audience on a nightly basis. Contact your Account Executive for more information.



DIMENSIONS

- Resolution: **150dpi (or vector)**
- Bleed: **24"(w) x 32"(h)**
- Trim Size: **23 3/4"(w) x 31 3/4"(h)**
- Live View Area: **22"(w) x 30"(h)**
- Safe Area: **21"(w) x 29"(h)**

FILE SPECIFICATIONS

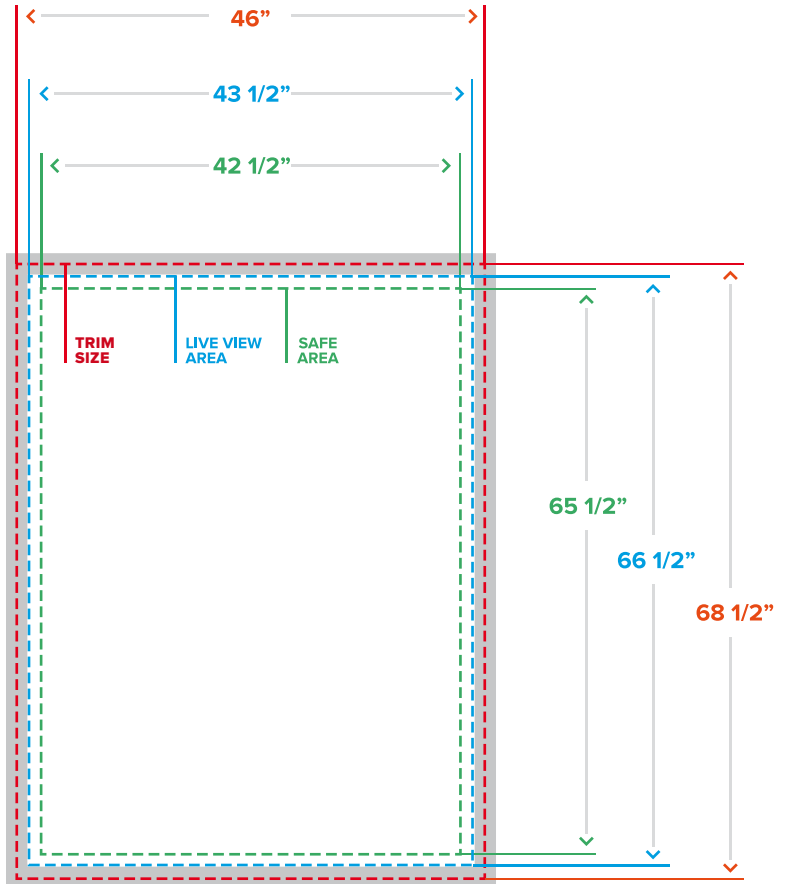
UPDATED: 10.03.19

- Adobe press ready PDF preferred
- Adobe EPS, Ai or PSD accepted with outlined or linked fonts
- Flattened images files accepted (TIFF, JPG)

* All client provided print ads must be on a **Backlit Film**

BIG BACKLIT

Located in heavy foot traffic areas, this Big Backlit option can almost reach out and grab the attention of your audience. This option increases brand awareness as well as the quality of the message to your audience. Contact your Account Executive for more information.



DIMENSIONS

Resolution:	150dpi (or vector)
Bleed	46 1/2"(w) x 69"(h)
Trim Size:	46"(w) x 68 1/2"(h)
Live View Area:	43 1/2"(w) x 66 1/2"(h)
Safe Area:	42 1/2"(w) x 65 1/2"(h)

FILE SPECIFICATIONS

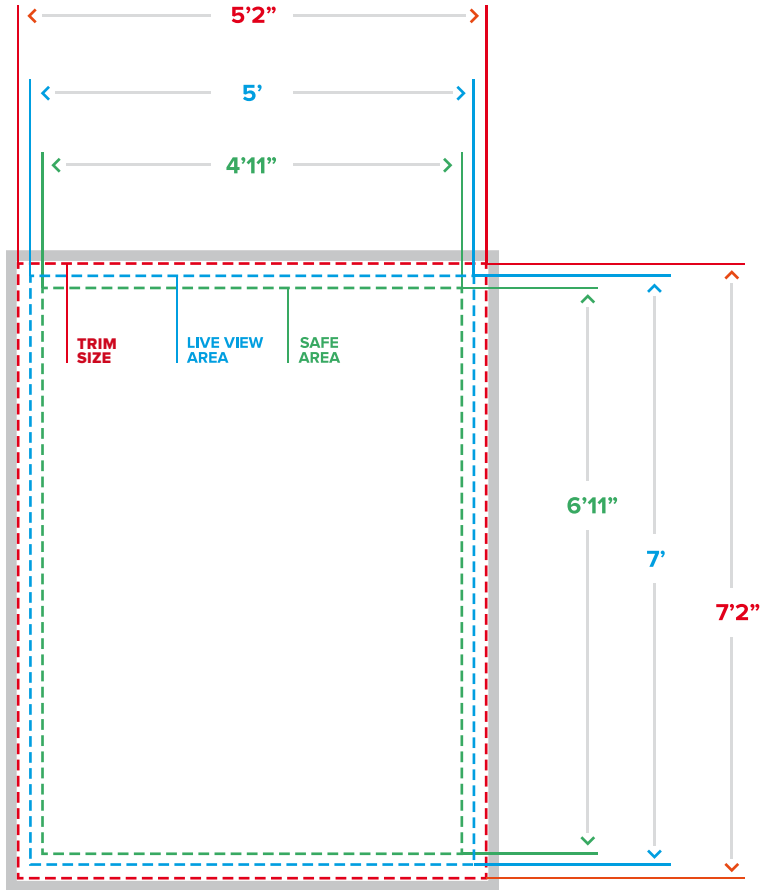
UPDATED: 10.03.19

- Adobe press ready PDF preferred
- Adobe EPS, Ai or PSD accepted with outlined or linked fonts
- Flattened images files accepted (TIFF, JPG)

* All client provided print ads must be on a **Back-lit Film**

MEGA BANNER

Dominate the landscape with banners in RestoBars. Captive's impressive Mega Banners allow the advertiser to captivate the target consumer as this advertising clearly stands out and is always located in high traffic areas. Contact your Account Executive for more information.



DIMENSIONS

Resolution: **150dpi (or vector)**
 Bleed: **5'2"(w) x 7'2"(h)**
 Trim / Live View: **5'(w) x 7'(h)**
 Safe Area: **4'11"(w) x 6'11"(h)**

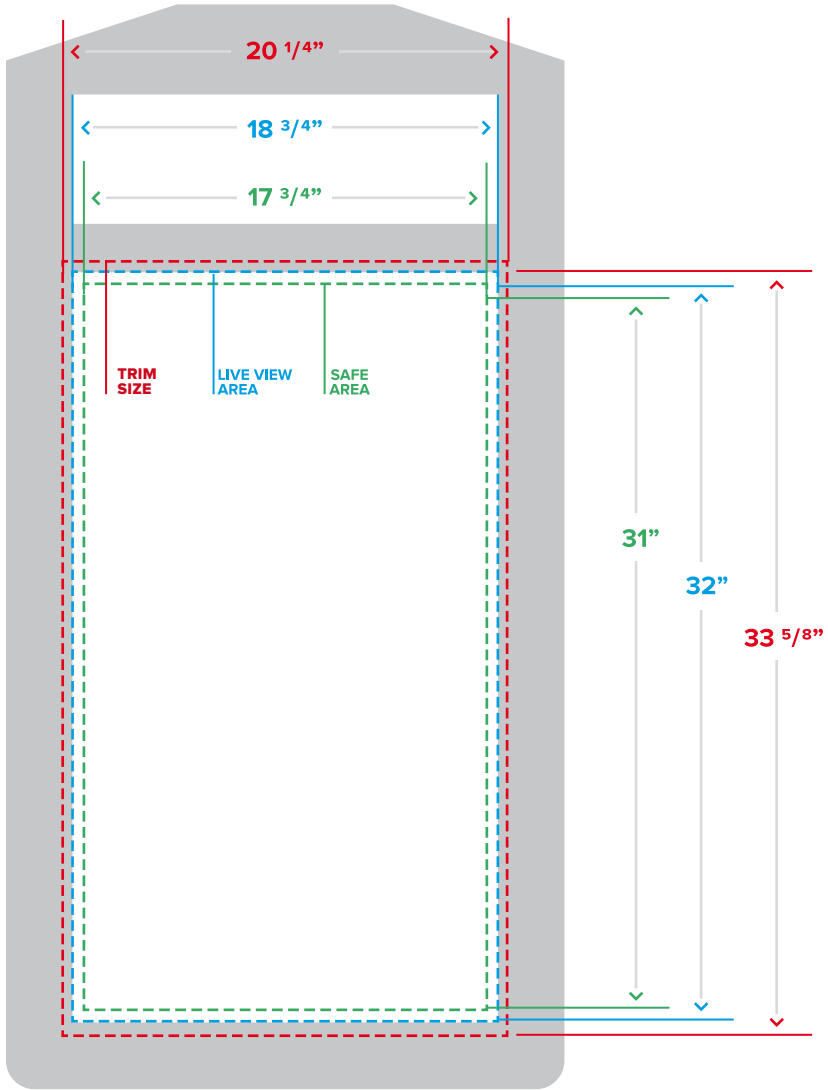
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- Flattened images files accepted (TIFF, JPG)

BINS GEN 1

Located in high traffic urban area's and are key establishments across Western Canada.



DIMENSIONS

- Resolution: **300dpi (or vector)**
- Bleed: **20 3/4"(w) x 34 3/8"(h)**
- Trim Size: **20 1/4"(w) x 33 5/8"(h)**
- Live View Area: **18 3/4"(w) x 32"(h)**
- Safe Area: **17 3/4"(w) x 31"(h)**

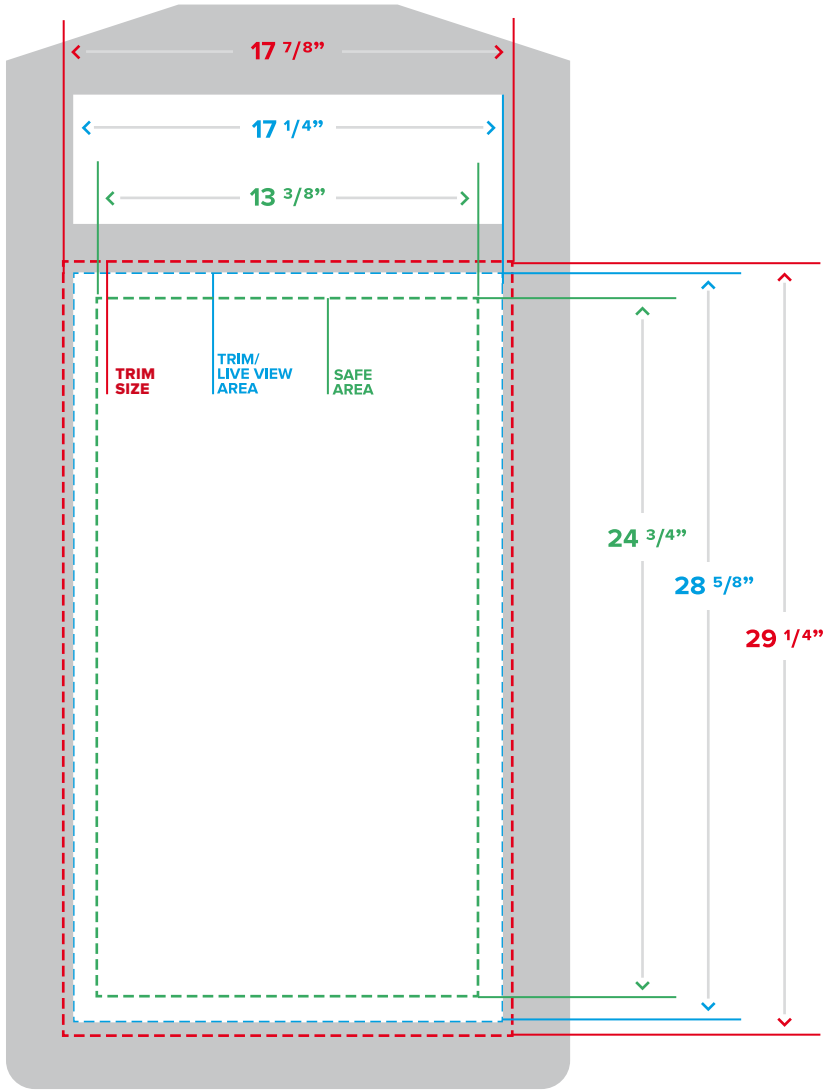
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UPDATED: 10.03.19

- Adobe press ready PDF preferred
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- Flattened images files accepted (TIFF, JPG)

BINS GEN 2

Located in high traffic urban area's and are key establishments across Western Canada.



DIMENSIONS

Resolution:	300dpi (or vector)
Bleed:	17 3/8"(w) x 29 3/4"(h)
Trim Size:	17 7/8"(w) x 29 1/4"(h)
Live View Area:	17 1/4"(w) x 28 5/8"(h)
Safe Area:	13 3/8"(w) x 24 3/4"(h)

FILE SPECIFICATIONS

UPDATED: 10.03.19

- Adobe press ready PDF preferred
- Adobe EPS, Ai or PSD accepted with outlined or linked fonts
- Flattened images files accepted (TIFF, JPG)