

Fairview Town Center Bollard Advertising



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Program Overview

Fairview Town Center offers both two-sided and three-sided backlit bollard units for advertising. Units are located throughout the property and are available for periods from one month to twelve months.

The backlit posters are called panels and must be produced on a specific material to very exact specifications to ensure that they fit inside the units.



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Art Specs

All bollard backlit panels must be produced by Cybergraph Advertising to ensure that they fit properly in to the units. Cybergraph can be reached at:

Rex Michael
919-834-2725
rmichael@cybergraph.com

SPECS:

TRIM: 47" x 69"

MARGIN: maintain at least a 1" safety margin

BLEED: art my bleed to edge, additional bleeds not needed

FILE TYPE: we recommend CMYK PDFs at actual size with images at 150dpi or greater

- Illustrator - save as a PDF with "preserve Illustrator editing capabilities" turned OFF)
- PhotoShop: (not recommended) save as a CMYK 300 dpi JPEG with Maximum Quality (11), Baseline Optimized
- InDesgin: save as a Press Quality PDF

COLOR: we recommend using the SWOP v2 color profile
Each panel is 69" high by 47" wide. They are a vertical format.



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Program Requirements

1. Advertisers that purchase long term flights must commit to changing their art at least once every twelve weeks. If new art is not submitted, bollards that have run for twelve weeks will be removed. **Please remember that bollards that run more than twelve weeks become largely “white noise” and are no longer effective.** You may rotate between a set of approved panels.
2. Each advertiser must have an advertising contract. We can not post panels until we have a signed contract and the required payment.
3. All panel artwork must be submitted to Cybergraph in the correct format in accordance with the supplied art specifications. If you need help with art design, Cybergraph can assist for an additional fee.
4. All panel artwork must be received at least five (15) business days in advance of the run date to ensure production time and shipping time. Panels must be in hand at least three (3) business days prior to installation date.
5. Advertisers that purchase bollard advertising must be current on payments per the terms of the contract before advertising will be permitted to run.

Program Costs

Panels

1 month

| | |
|----------|---------------|
| 1 face: | \$1,200 |
| 2 faces: | \$1,100/ face |
| 3 faces: | \$1,000/face |
| 4 faces: | \$800/face |
| 5 faces: | \$650/face |
| 6 faces: | \$500/face |

- Production is not included and is approximately \$75 per panel (with art to specs) plus shipping. Production must be done by Cybergraph to ensure that panels fit correctly in to the bollard units. Advertiser pays Cybergraph directly.
- Maximum contract length is 12 months. There are no refunds or adjusted run dates for art that is not submitted on time, art that is not submitted in the correct format or panels that do not arrive on time.
- Fairview Town Center has final approval over any and all art and content and has the right to refuse content at any time for any reason.

Contact Wendy Ellis at wellis@lpc.com or 972-363-2215 with questions or to reserve space .



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