

MOVINGaDS

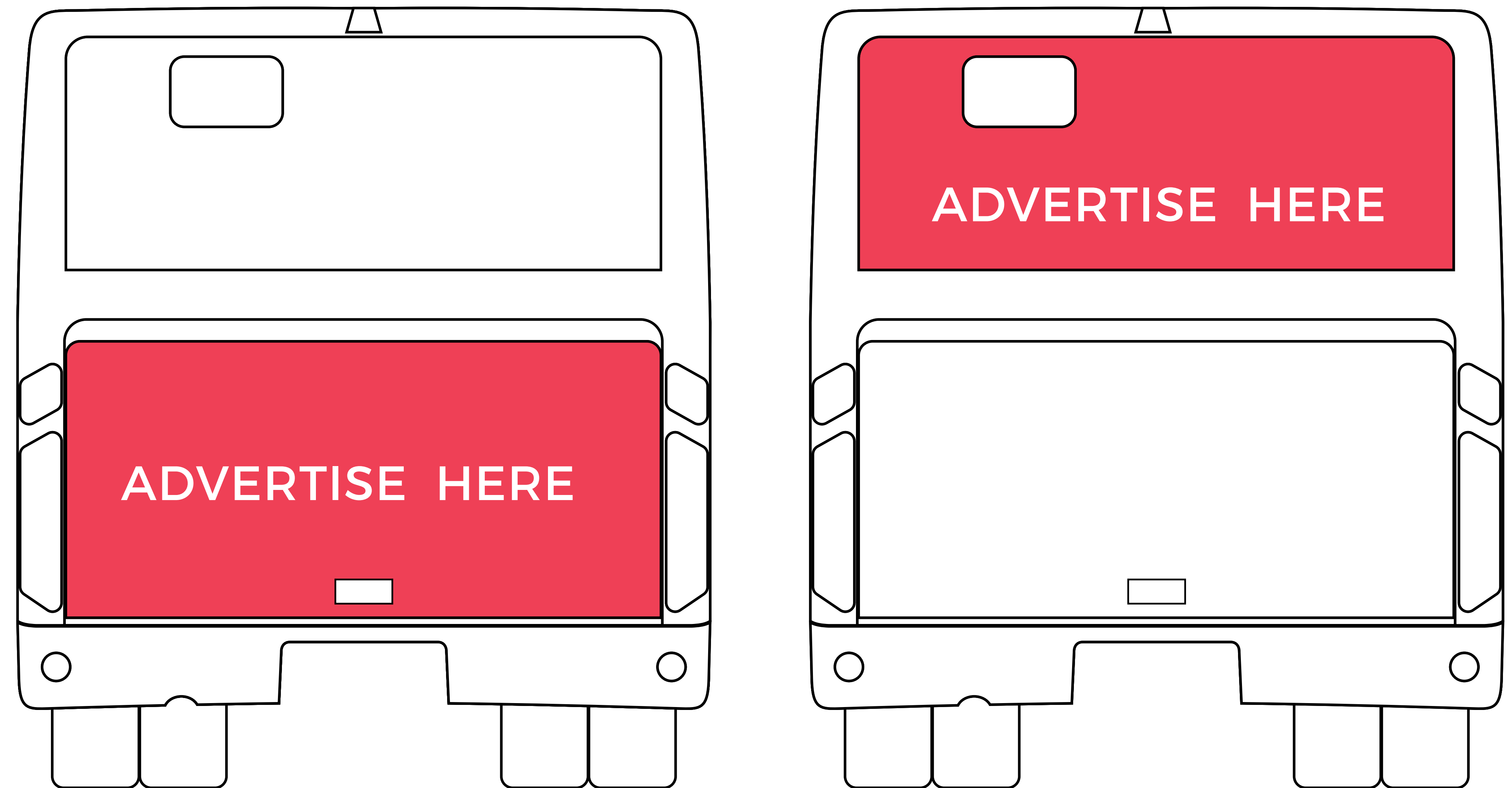
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External Advertising: Tail Bar

# EXTERNAL ADVERTISING: TAIL BAR

## DESCRIPTION

Consists of wrapping on metal panel or glass on marked area on back of bus.

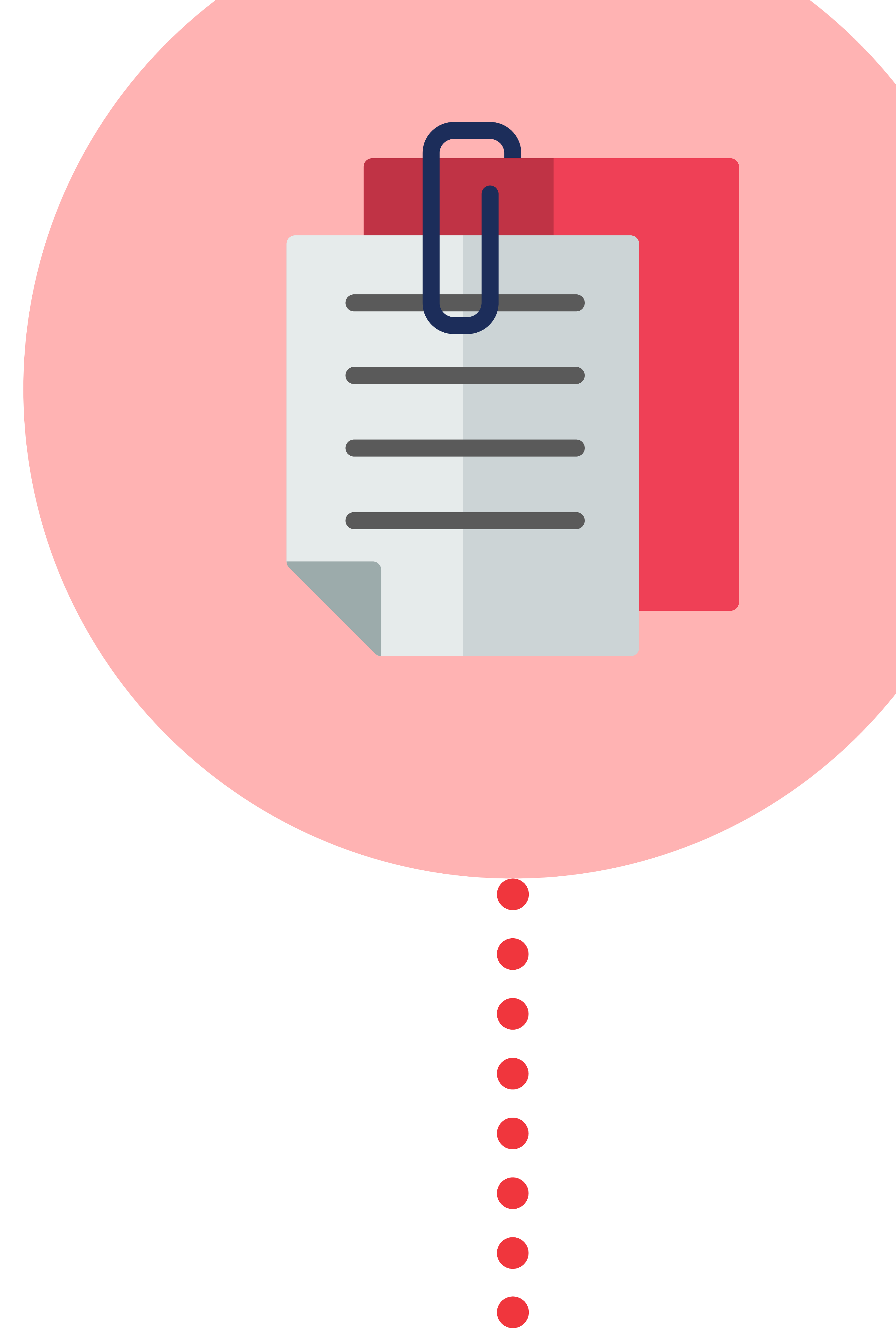


**TAIL**

# EXTERNAL ADVERTISING: TAIL BAR

## DESIGNER NOTES

- > Artwork on glass panels will need to be printed onto perforated window film with laminate. Print on metal panels will be on self-adhesive vinyl with laminate which is pressure-sensitive, interchangeable or removable.
- > Designer must allow **200mm bleed** on artwork all around for ensuring better affixing.
- > Designer will be given template of actual bus model allocated to the client. Designer will need to take into consideration vents, mandatory signage on bus, emergency doors and rubber around panels which should not be covered.
- > Design: Minimum **300dpi** at **25% of actual size**.
- > Recommended Format: **pdf/eps file** with all **fonts converted to paths**.



# Thank you

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