

red**bus**

ADVERTISING



Enjoy the benefits of Red Bus advertising

In today's advertising clutter it's good to know there's an advertising tool that can help your company get its selling message across to customers with impact and cost effectiveness, right throughout the city.

With Red Bus your advertising literally becomes a moving billboard exposing your message to thousands of motorists, pedestrians and passengers every day of the week.

In fact Red Bus carries an average of 10,000 passengers a day and the fleet covers in excess of 6 million kilometres a year.

What's more Red Bus can tailor an advertising package to suit your exact needs and budget, from bold exterior signs to interior advertising posters and brochure holders. Advertising space on a variety of bus routes across the city are available.

So to drive your advertising dollars further there's just one call you should make, Red Bus!



For further information contact: **Nicky Halligan**
120 Ferry Road, PO Box 10 171 Christchurch, New Zealand
Ph: 03 379 4260, Freephone: **0800 REDBUS** (0800 733 287)
Email: advertising@redbus.co.nz Web: www.redbus.co.nz



Interior bus advertising

Here's a great opportunity to get your advertising right in front of customers and hold their attention.

At Red Bus we're able to give you the opportunity to advertise on board our modern fleet. Poster panels are available in a high profile position, behind the driver. Brochure holders attract the attention of all passengers boarding and exiting a Red Bus encouraging the impulse to take your brochure with them.

That means you have the potential to attract the attention of up to 10,000 passengers per week day. They represent a wide cross-section of the community.

Interior advertising with Red Bus means you can effectively target and influence many of the city's key spending consumer groups while they travel home, to work or shopping destinations.



Posters



Flyers

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Exterior bus advertising

Big, bold & cost effective!

That's the promise of exterior advertising panels on a Red Bus. As an advertiser you have the choice of 2 options: full back or superside road side panels.

Full back

This option allows your advertisement to cover the rear of the bus. A great position particularly for large photographic images.



Superside road side panel

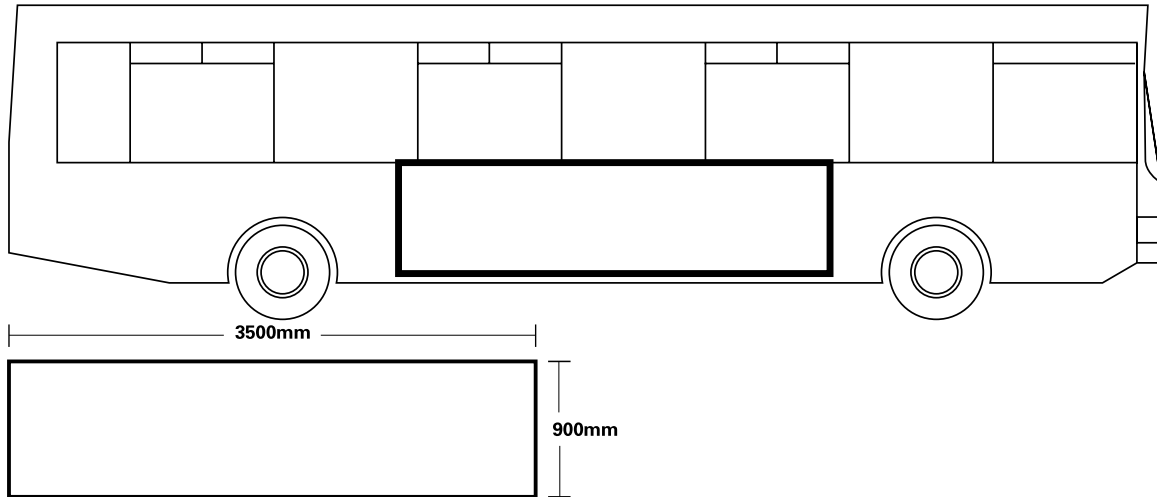
A popular option for increasing exposure of your brand.

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Designers specification sheet

Superside Road Side Panel - 3500 x 900mm



Full bus backs

Please note that there are several bus backs available with varying specifications. Please check as to what model of bus your advertising will be displayed on.

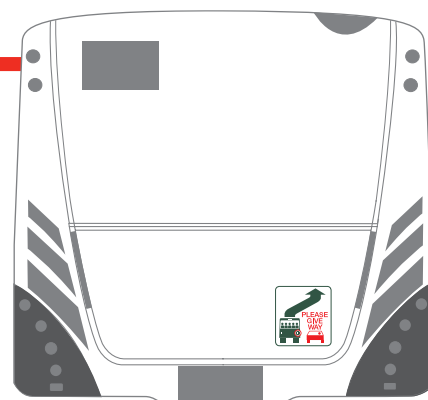
schoolbus

Schoolbus sign is route specific and placement varies: indicative only

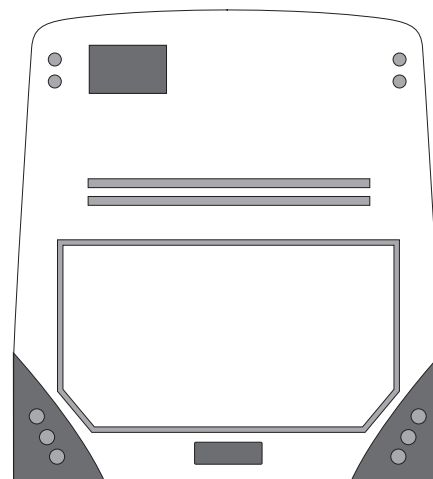


Do not include critical graphic elements (e.g. text, logos) in these areas to avoid conflict with bus lights, number plates etc.

For more information on print requirements, please see Adgraphix specifications attached.



EUROLINE - 2460 x 2300mm



SCANIA - 2350 x 2600mm

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Production steps

There are 3 steps required to produce your bus back or panel. Costs associated with step 1 are additional to our listed rates.

1. Design and artwork

For a first class result we advise you seek the skills of a professional graphic designer or advertising agency. They will quote and charge you directly for this work and pass the file onto the production company.

Recommendation:

Twotone Design

Tel: (03) 964 7282

e: info@twotone.co.nz

2. Printing

Bus backs / panels are digitally printed onto weather proof vinyl. Artwork must be supplied as a high resolution PDF or Generic EPS (with all fonts converted to paths) and saved onto a PC compatible disc with a final hardcopy included.

See rates under Exterior Bus Advertising.

Panels are printed by:

Adgraphix

Tel: (03) 365 6770

e: jo@adgraphix.co.nz

3. Installation

Red Bus signfitters apply the digitally printed signs.



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Adgraphix - Red Bus specs.

A perfect finish

To get the best finish, you need to make the best start. We recommend artwork for large format digital print be set up in Illustrator where possible, however we do accept and work with files from most major design applications.

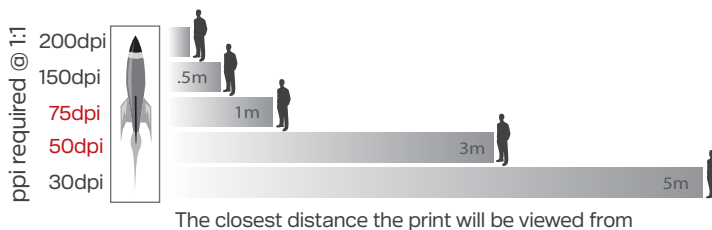
Keep your artwork tidy. Delete all unneeded elements, check your layers, link placement and most importantly that you have the right resolution and colour setting applied.

Our preference is to receive your actual native files with fonts converted to paths.

Resolution

Raster content (tiff, jpg etc)... Files/links can be set up to a resolution of 50 - 75ppi (500 - 750 @ 10%). Using resolutions lower than this will compromise on quality. Higher resolutions will look sharper, but they create unnecessarily large file sizes.

The chart below explains resolution (ppi) required based on the viewing distance the print will be seen from.



Ai effects resolution

Effects such as drop shadows require a designated ppi. This is done in Document Raster Effects Settings in Ai and not required in Indesign. For 1:1 designs set this to 300ppi. If working at a scale % you will need to set it to allow for the sizing up of your design to print.

Eg a standard design created at 10% requires the setting to be 750ppi so at full size (1000%) it is 75ppi.

Colour settings

Absolutely make sure the colour settings on all applications used are in sync. This ensures your design colours are represented correctly on your display and they will not change during processing. Always embed colour profiles when saving your documents if the option is available.

This example shows the same blue using two different colour settings. If you do not specify what colourspace you used, you could potentially get a blue, but not necessarily the one you wanted.

We recommend using CMYK in most cases as it improves predictability over multiple devices, especially if you use multiple print vendors.

Photoshop 5.icc

100C 100M

US SWOP Coated v2.icc

100C 100M

Pdf recommendations

Here's some best practices if you insist in saving and submitting a pdf to us. Remember pdf's are final files.

- Sync all colour management settings on all of your apps*.
- Check doc raster and flattener settings (see page 1).
- Use native formats for links such as ai and psd.
- Convert all fonts to outlines.
- Avoid using transparency on top of spot colours.
- Place vector and text on top of transparency effects.
- Don't turn on printer marks etc when saving.
- Save in version 1.6 or 1.7 not using any /X presets.

* sync using Adobe Bridge for all Adobe products.

Why native files?

Unlike final files, native files allow us to make easy adjustments should your file need them. Transparency effects can cause a myriad of problems. We can overcome these by dissecting your working file and processing it in a way to ensure maximum quality.

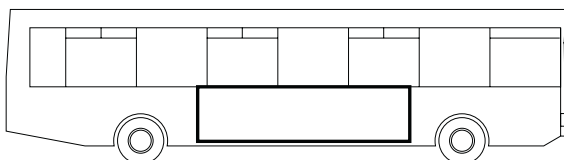
Final files do not allow us the freedom to make such decisions and leave your file more vulnerable than their native file counterparts. To reduce this risk please follow the recommendations in this document for each type.

How do I know the dimensions?

Each bus type has a grid/ template to match it's exact dimensions. Usually set to 10% of final size. Contact Adgraphix or Red Bus for the grid/s you require.

NOTE: The templates are set up to scale correctly to the bus size. If any of the dimensions are manipulated from their original form, the final output will not accurately fit the bus and important design elements will be affected or lost.

When saving - include the grid name in the file name.



Compatibility

Adobe Illustrator - any version
Adobe InDesign - any version
Adobe Photoshop - any version

