VINYL PRINTING SPECS

DISCLAIMER

Fairway will stand behind the orders that we place for you. If any mistakes occur with our printing or posting we will make it right at no additional cost to you. However, if you chose to order your own production elsewhere and problems occur with the vinyl/poster failing, you will incur the following charges:

>>> $400 fee to repost bulletins
>>> $200 fee to repost posters

DISPOSAL OF MATERIAL

All unused materials remaining after the conclusion of the contracted display period will be disposed of immediately by Fairway, unless other instructions are provided to your Account Executive and received by Fairway 30-days prior to the conclusion of the display period.

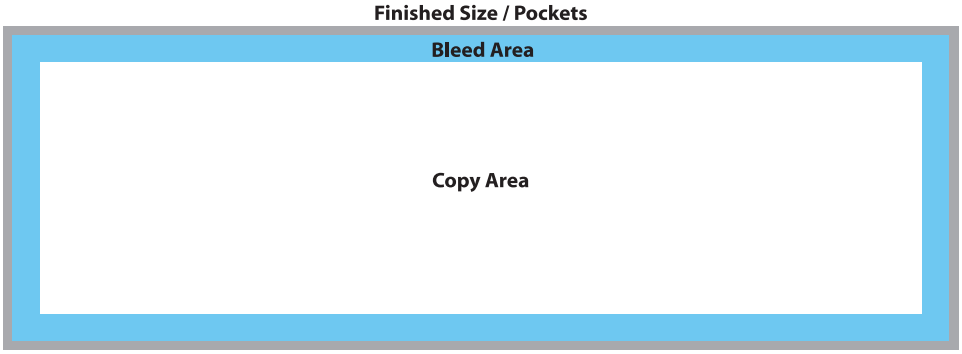
QUESTIONS

For any additional questions, contact your Account Executive or Territory Manager.

STANDARD BULLETINS

Example 10.5' H x 28.5' W

Copy Area: 10.5' H x 28.5' W
Bleed Area: 3" (Fairway requires 3" bleed on all standard flex vinyl.)
Pockets: 3" (Fairway requires 3" pockets on all standard flex vinyl.)
Finished Size: 11.5' H x 29.5' W



CopyArea: Viewable area of finished billboard.
Bleed Area: The part of the vinyl that wraps around the frame.
Finished Size / Pockets: The size of the entire vinyl, including folded pockets.

SUBSTRATE

Fairway prefers light weight recyclable bulletin flex Polyethylene (PE). Note: PVC is not preferred, but will be accepted at this time.

MINIMUM WARRANTY

1 year against ink fade, ink peeling and failure of material or pockets

SHIPPING INFO

Send all shipments to the attention of your Account Executive or Territory Manager. You can find shipping addresses on FairwayOutdoor.com. In the shipment, include a color print of the creative with the name of the agency and/or client. Also include the size of the vinyl. If possible, please have this information printed on the back of the vinyl.