

Artwork Specs for People Mover Buses

Please send low-res pdf of artwork for Muni approval to Katie (katie@alaska.org) prior to proceeding with printing.

Alaska Channel will advise which dimensions to size artwork based on availability.

Exterior and Interior Signs

Driverside Display

Dimensions:
120" W x 28" H

Interior Static Displays

Dimensions:
28" W x 11" H

Curbside Display

Dimensions:
Standard: 96" W x 28" H
Extra Large: 108" W x 30" H

AnchorRIDES

Dimensions:
72" W x 20" H

Rear Display

Dimensions:
72" W x 21" H

Artwork:

- Artwork deadline is one week prior to installation date.
- Place content such as text at least 1.5" away from the final trim edge as this is covered by the sign retainer.
- 1" bleed per side is standard.
- Keep resolution at approximately 300dpi at scale.
- Use vector artwork when possible as it gives the best result.
- The Municipality requires viewpoint-neutral advertising. Learn about the policy on our frequently asked questions page ([linked here](#)).

Printing:

- Exterior signs should be printed on 4mm new white Corex, or material of comparable specifications.
- Exterior signs should be laminated to withstand daily washing of vehicles and outdoor elements.
- All four corners of exterior bus signs need to be notched 1.5".
- Make the final trim size of the sign 1/8" bigger.
- Interior static displays should be printed on .020 Polystyrene or Lexan.

Partial Rear Wraps and Driverside XL Vinyl Displays

Partial Rear Wrap

Dimensions:

80" W x 36" H, template provided

Driverside XL Vinyl Display

Dimensions:

236" W x 29" H

Artwork:

- Preferred submittal of artwork is in Adobe Illustrator with all raster images between 50-75 ppi at full size. CMYK is the preferred mode for illustrator and photographs can be in RGB. All fonts need to be outlined. Please include a 3" bleed on all edges for rear display. Bleed is not needed for the driverside displays.

Interior Digital Displays

Your spot will play for 12 seconds every two minutes. It is possible to rotate in several different creatives and update artwork frequently.

- **Resolution:**
 - 1080x465
- **Formatting:**
 - .mp4 (video)
 - High resolution .jpg (static)
 - Artwork should not exceed 50 MB
 - Digital displays have no audio