

# **YOUNKER** **MEDIA**

*Mobile Billboard Company*

**2010 - 2011 MEDIA KIT**

**[www.youнкermedia.com](http://www.youнкermedia.com)**

**866.744.6111**

## **BE SEEN. GO MOBILE.**

Are you looking for a way to promote your product or service, a grand opening, sales event, or do you want to simply increase your brand awareness? If so, a campaign with Younker Media is the most effective advertising medium to accomplish the task at hand.

Younker Media goes where the action is! We provide **maximum** advertising exposure at prime sporting events, conventions, trade-shows, concerts, and even everyday traffic with your message.

# AT YOUNKER MEDIA, WE BRING **THE TRAFFIC** TO YOU



*Pace Bus Service*



*Rogers & Hollands*



*Country Financial*



*Chicago Speedway*



*Planet Automotive*



*The Loop 97.9 FM*



*Chicago Open*



*SPINclub Studios*



# GPS TRACKING BACKLIT VEHICLES

PROFESSIONALLY  
UNIFORMED DRIVERS

OPTIONAL FRONT AND  
REAR PANEL AD SPACE

# SOUND SYSTEM BRAND AMBASSADORS

*These are just a few of the options we make available to you. We provide the tools you need to spread your message in an effective way.*



## ARTWORK SPECS

Our goal is to provide you with superior visual marketing. With this standard in mind, we are providing this specification page to assist you in preparing your files. We hope you find this to be informative and helpful.

### Media

We can accept most types of Digital Media. We accept files on the following media: Zip, CD, DVD, or via FTP

### File Formats

Below is a list of file types that we can accept and a list of suggested applications and their setup information you can use to create your own files.

- Adobe Photoshop
- Adobe Illustrator
- Adobe Freehand
- Hi-res JPG or TIFF (minimum 300dpi)
- EPS
- PDF

Any other file format may require an additional charge for file processing.

### Color

- Make sure your colors are set at CMYK mode.
- For any blacks, redefine to C-50, M-50, Y-0, K-100
- If using Pantone, use solid to 4-color process book.

### Details

- Send all supporting graphics
- Please do not compress linked files
- Convert all fonts/type to outlines or provide the necessary fonts with your artwork.
- Any non-vector format needs to be set to a minimum resolution of 300 dpi.
- When using Photoshop, please flatten images
- Remember to always send artwork to scale

### Proofs

Please provide a color final output proof. This will eliminate setup problems and save time on production.



Final Size: 109" tall x 235" wide  
Copy Area: 100.5" tall x 226.5" wide

## **THANK YOU**

We thank you for considering Younker Media for your campaign. By partnering with us, you can be confident that your message will reach your target audience.



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