

Artworks & Graphics Guide



Phynix Inc. (USA Cab Ads), is committed to adhering to all the Rules of the City of New York especially Section § 67-16 of Title 35 of the Rules of the City of New York Subdivisions (d) Paragraph (2) subparagraph (i), “The Rooftop Advertising Fixture Provider must not display advertising that is offensive to public morals or is otherwise in violation of New York Penal Law Section 245.11.”

The City of New York Penal Law § 245.11: “Public display of offensive sexual material. It is a crime in New York to display sexual explicit material in a store window, rack, showcase, wall, door, or in any other place where it is visible to the public”.

- A - When creating your graphics, you don't need to worry about left of right.
- B - Create one side then flip it upside down and paste it to the other side, making sure the visual is upright.
- C - The actual template in the next page is made to size and you must keep your graphics within the red box.
- D - You can have 2 different visuals one on each side.
- E - Graphics must be in CMYK with black over print.
- F - Artwork must be in print ready High Resolution PDF format only.
- G - File size must not exceed 5 MB.

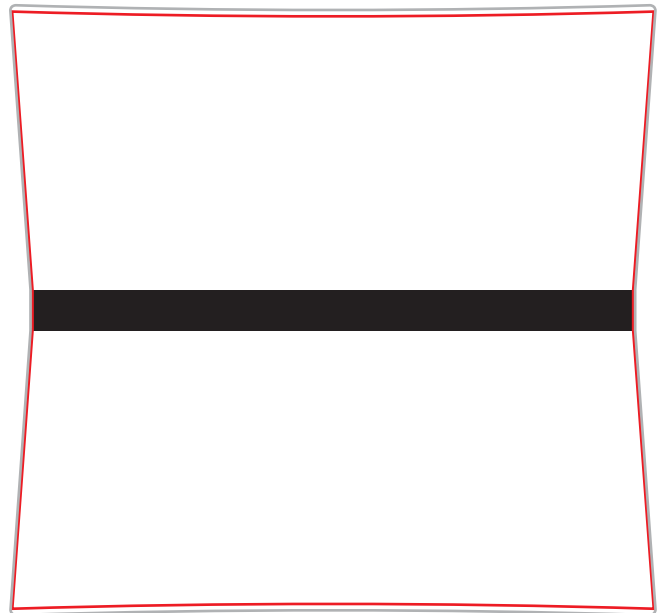
The red line indicates the borders for the graphic's art*.



Top part of the rooftop unit.
You can leave it white or you can use the background color of the graphics**.



The grey line indicates the die-cut borders for the finished print***.



- *When completing the graphics, make sure you delete the red box.
- ** If no color is used in the place of the black box, make sure you delete it unless your background is black.
- *** Never delete the grey box.



Template

