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**THE BULLETIN:** Ranging from smaller size to traditional size billboards. All printed on vinyl which allows for the reuse of the same vinyl and increases life span of creative. With vinyl there is the added option of extensions.

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Bulletin 19'6" x 48'	19'6"h x 48"w	10.083"h x 24.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	21'h x 49'4"w	3"	3"	150
	Bulletin 14' x 48'	14'h x 48"w	7.333"h x 24.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	15'4"h x 49'4"w	3"	3"	150
	Bulletin 14' x 38'6"	14' x 38'6"	7.333"h x 19.583"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	15'4"h x 40'h	3"	3"	150
	Bulletin 12' x 48'	12'h x 48"w	6.333"h x 24.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13'4"h x 49'4"w	3"	3"	150
	Bulletin 12' x 44'	12'h x 44"w	6.333"h x 22.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13'4"h x 45'4"w	3"	3"	150
	Bulletin 12' x 42'	12'h x 42"w	6.333"h x 21.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13'4"h x 43'4"w	3"	3"	150
	Bulletin 12'x 40'	12'h x 40"w	6.333"h x 20.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13'4"h x 41'4"w	3"	3"	150
	Bulletin 10'x 30'11"	10'h x 30'11"w	5.333"h x 15.833	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'4"h x 31'3"w	3"	3"	150
	Bulletin 10'x 30'	10'h x 30"w	5.333"h x 15.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'4"h x 31'4"w	3"	3"	150
	Bulletin 12'x 36'	12'h x 36"w	6.333"h x 18.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13'4"h x 37'4"w	3"	3"	150
	Bulletin 12' x 25'	12'h x 25"w	6.333"h x 12.833"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	31'4"h x 26'4"w	3"	3"	150
	Bulletin 12' x 24'	12'h x 24"w	6.333"h x 12.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13'4"h x 26'w	3"	3"	150
Bulletin 25'6" x 24'6"	25'6"h x 24'6"w	13.083"h x 12.583"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.	7 oz Seamless Vinyl	27'h x 26'w	3"	3"	150		
Bulletin 24' x 24'	24'h x 24"w	12.333" x 12.333"	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.	7 oz Seamless Vinyl	25'h" x 25'4"w	3"	3"	150		

**THE POSTER:** Smaller size billboards printed on paper instead of vinyl.

**THE ECO-FLEX POSTER:** Poster sized and printed on thin vinyl that is posted with clips instead of paste.

**THE FX-6:** Poster sized and printed on vinyl that is posted by stretching on a frame.

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Eco-Flex Poster	10'4.5"h x 22'7.5"w	5.208"h x 11.166"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		3.2 oz Polyethylene Formetco System	10'4.5"h x 22'7.5"w	Full	N/A	150
Porta-Panel	5'h x 11'w	2.833"h x 5.833"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.	Paper	5'h x 11'w	N/A	N/A	150		

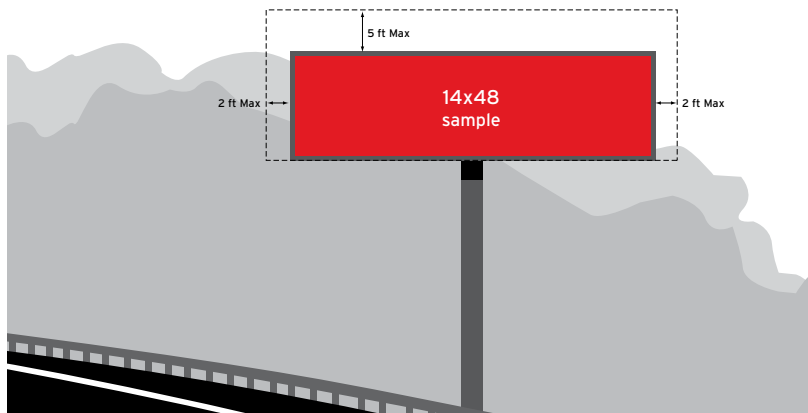
**THE TRIVISION:** Showcases 3 different ads/clients by use of tall vertical prisms that rotate on a set schedule.

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	TriVision Poster	10'5"h x 22'8"w	5.21"h x 11.33"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		15pt. Calendered Vinyl		N/A	N/A	150
TriVision Bulletin 14' x 48'	14'h x 48'w	7"h x 24"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.	15pt. Calendered Vinyl		N/A	N/A	150		

**THE DIGITAL:** Digital spots that are uploaded to the billboard at any time of day. Creative is dynamic and can utilize day-parting, RSS feeds and much more.

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	UNIT	Board #	DPI
	Digital Bulletin 14' x 48' I-496	14'h x 48'w	240h x 888w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		Michigan Ave.	#3100	72
	Digital Bulletin 14' x 48' Coolidge Rd	14'h x 48'w	240h x 888w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		496	#R0215	72
	Digital Bulletin 14' x 48' Michigan Ave	14'h x 48'w	242h x 858w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		Frandor	#R160	72
	Digital Bulletin 10' x 30' M-43	10'h x 30'w	176h x 528w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		Cedar Square	#VS8	72
	Digital Bulletin 25'6" x 24'6" Cedar St	25'6"h x 24'6"	400h x 384w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		Grand Ledge	#775	72

**EXTENSION GUIDELINES:** Extensions are areas that extend beyond the frame of the billboard, either to the left, right, or above the standard area. Regulations vary for each bulletin. Please contact your Account Executive about special projects and pricing.



Standard 14x48 Bulletin Maximum Extensions: 5' off the top, 2' off the sides  
 Standard 10'6 x 36' Bulletin Maximum Extensions: 4' off the top, 2' off the sides

**ALL EXTENSIONS AND EXCEPTIONS MUST BE APPROVED BY ADAMS OUTDOOR.**

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