

We support the following Macintosh software: Adobe Photoshop CC Adobe Illustrator CC, Adobe InDesign CC and Adobe Acrobat. **Please DO NOT submit designs constructed in Pagemaker, Quark, Freehand, Word, or Powerpoint.** Please include all associated images and fonts with your files, or make sure to rasterize or outline all fonts in your graphic files. All creative files NEED TO BE APPROVED by Adams Outdoor Advertising before production and posting.

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 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	14'8"h x 48'8"w	4"	4"	150
	Bulletin 10'6"x 36'	10'6"h x 36'w	5.583"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	11'2"h x 36'8"w	4"	4"	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	10'8"h x 30'8"w	4"	4"	150
	Bulletin 12'x 50'	12'h x 50'w	6.333"h x 25.333"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	12'8"h x 50'8"w	4"	4"	150
	Bulletin 10'x 20'	10'h x 20'w	5.333"h x 10.333"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	10'8"h x 20'8"w	4"	4"	150
	Bulletin 14' x 24'	14'h x 24'w	7.333"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	14'8"h x 24'8"w	4"	4"	150
	Bulletin 26' x 24'	26'h x 24'w	13.333"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	26'8"h x 24'8"w	4"	4"	150
	Bulletin 10'6"x 16'	10'6"h x 16'w	5.583"h x 8.333"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	11'2"h x 16'8"w	4"	4"	150
	Bulletin 10' x 16'	10'h x 16'w	5.333"h x 8.333"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	10'4"h x 16'4"w	2"	2"	150
	Bulletin 12' x 32'	12'h x 32'w	6.333"h x 16.333"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	12'4"h x 32'4"w	2"	2"	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	12'8"h x 24'8"w	4"	4"	150
	Bulletin 5' x 10'	5'h x 10'w	2.833"h x 5.333"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	5'4"h x 10'4"w	2"	2"	150
	Bulletin 6' x 12'	6'h x 12'w	3.333"h x 6.333"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	6'4"h x 12'4"w	2"	2"	150
	Bulletin 8' x 12'	8'h x 12'w	4.333"h x 6.333"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	8'4"h x 12'4"w	2"	2"	150
Bulletin 8' x 20'	8'h x 20'w	4.333"h x 10.333"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	8'4"h x 20'4"w	2"	2"	150		
Bulletin 8' x 24'	8'h x 24'w	4.333"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	8'8"h x 24'8"w	4"	4"	150		
Bulletin 9' x 16'	9'h x 16'w	4.833"h x 8.333"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	9'4"h x 16'4"w	2"	2"	150		

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

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	5.22"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.		3.2 oz Polyethylene Formetco System	10'4.5"h x 22'7.5"w	full	N/A	150

THE BACKLIT: Printed on semi-transparent backlit vinyl. Backlits allow for light to shine through the board creating an eye-catching visual for evening viewers.

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Backlit 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 0.75" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	15'4"h x 49'4"w	4"	4"	150
Backlit Bulletin 30' x 10'	30'h x 10'w	15.333"h x 5.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.	Backlit 15 oz Vinyl 100% on front	31'h x 11'w	6"	6"	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	# OF BLADES	DPI
	TriVision Bulletin 14' x 48' #3031 A,B,C	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	96	150
TriView Bulletin 7'10" x 11'2" #2050 A,B,C	7' 10"h x 11'2"w	3.937"h x 5.895"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	36	150		
TriView Bulletin 7'11.75" x 12' #2051 A,B,C	7'11.75"h x 12'w	3.989"h x 6"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	35	150		

NOTE: Please contact our Art Director if your size is not listed or you have questions at [570.402.6400](tel:570.402.6400)

THE DIGITAL NETWORK: 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.

PRODUCT	BOARD #s	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES
Digital Bulletin 16mm 14'x48' + 10'6" x 36'	For all Bulletin Board #'s	14'h x 48'w + 10'6" x 36'	384h x 1408w pixels	72 dpi/RGB/JPEG
Digital Poster 16mm 12'x25'	For all Poster Board #'s	12'h x 25'w	352h x 736w pixels	72 dpi/RGB/JPEG

MECHANICAL SET-UP

WE'VE SIMPLIFIED OUR DIGITAL PROCESS!

Our digital files are now easier than ever to design for. We now have universal sizing for most of our inventory. Please refer to the specs above.

NAMING YOUR FILES:

When providing your digital files, please try and name them according to the below format. This will help us keep track of and maintain accurate posting throughout your campaign. Please format dates with all numbers, NO periods, slashes or commas. For example,

January 1st, 2016 would be: 010116

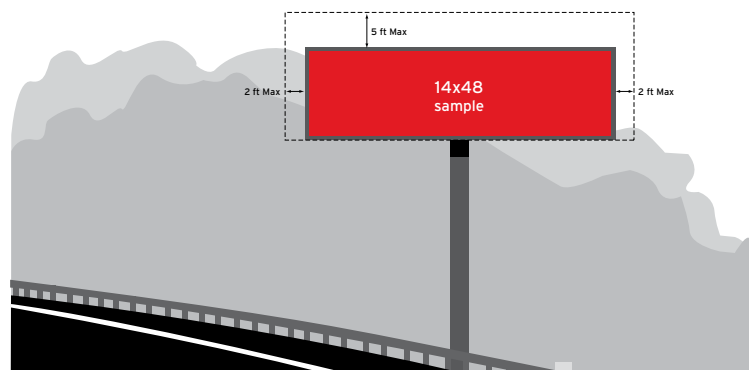
Client_DesignName_blt_date.jpg (for bulletins)

Client_DesignName_pst_date.jpg (for poster)

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.**



UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING:

CLIENT (to upload): <http://www.adamsoutdoor.com>

Click on FTP folder in upper right hand corner of webpage

u: adams
p: Outd00r (0's are zeros)

Click Upload new file.