



BEAUFORT SPECS AND FINISHING

CONTENTS

BULLETINS **2**

POSTERS **2**

TRIVISIONS **3**

DIGITAL **3**

FTP **4**

We support the following Macintosh software: Adobe Photoshop CS4 & CS5 Adobe Illustrator CS4 & CS5, Adobe InDesign CS5 (or INDL Files) 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	7.5"h x 24.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	15'h x 49'w	Full	4"	150
	Bulletin 10'6" x 36'	10'6"h x 36'w	5.75"h x 18.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'6"h x 37'w	Full	4"	150
	Bulletin 10' x 40'	10'h x 40'w	5.5"h x 20.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'h x 41'w	Full	4"	150
	Bulletin 12' x 50'	12'h x 50'w	6.5"h x 25.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13'h x 51'w	Full	4"	150
	Bulletin 9' x 24'	9'h x 24'w	5"h x 12.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	10'h x 25'w	Full	4"	150
	Bulletin 9.2' x 24'6"	9.2'h x 24'6"w	5.1"h x 12.8"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	10.2'h x 25'6"w	Full	4"	150
	Bulletin 10'6" x 30'	10'6"h x 30'w	5.75"h x 15.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'6"h x 31'w	Full	4"	150
	Bulletin 12" x 24'	12'h x 24'w	6.5"h x 12.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13'h x 25'w	Full	4"	150
	Bulletin 12' x 25'	12'h x 25'w	6.5"h x 13"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13'h x 26'w	Full	4"	150
	Bulletin 23'3" x 23'	23'3"h x 23'w	12.15"h x 12"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	24'3"h x 24'w	Full	4"	150
Bulletin 23'3" x 23'3"	23'3"h x 23'3w	12.15"h x 12.15"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	24'3"h x 24'3"w	Full	4"	150		

THE POSTER: Eco-Flex Posters are printed on thin vinyl that is posted with clips instead of paste. Jr. Posters are vinyl wrapped around a smaller face.

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	10'5.5"h x 22'8.5"w	5.270"h x 11.375"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 / 7oz	10'5.5"h x 22'8.5"w	N/A	N/A	150
	Jr. Poster 6' x 12'	6'h x 12'w	3.5"h x 6.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	7'h x 13'w	Full	4"	150
Wrapped Poster	12'h x 25' w	6"h x 12.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	N/A	Full	4"	150		

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

MECHANICAL SET-UP	PRODUCT	UNIT #	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	# OF BLADES	BLADE WIDTH	BLADE HEIGHT	DPI	
	TriVision 14' x 48'	N/A	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	N/A	N/A	150
	TriVision 10'6'' x 36'	N/A	10'6''h x 36'w	5.5''h x 18''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	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
	W8773, W8791	22'h x 20'w	504h x 456w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.
	R3413, R3415	25'2h x 22w	480h x 420w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.
	GA160	12'h x 50'w	176h x 784w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.
	GA161	12'h x 50'w	220h x 940w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.

UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING:

(note: JPEG files for digital billboards can simply be emailed to your account executive)

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 **Login**.

Click **Upload New File**.

Shipping Address: 174 Boardwalk Drive, Suite K, Rideland, SC 29936