



Specs & Finishing

Eastern PA

Updated 06-12-25



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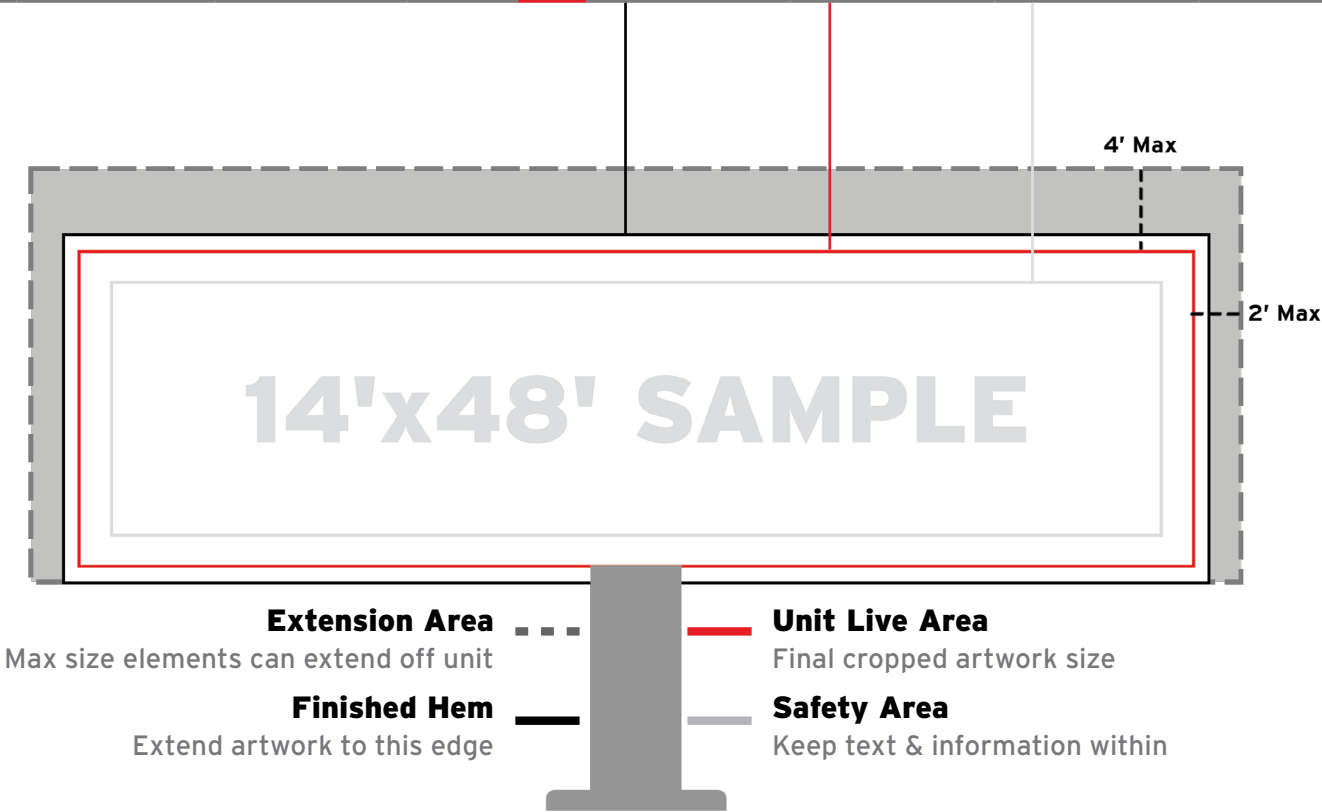
File Set-Up

Sizing Guidelines

1:24 scale | 1' equals 0.5"

Adams Outdoor builds all static files at 1:24 scale, or 1' = 0.5". **Layered PDF templates** are available to further assist with setting up your files at the "Download" link in the spec chart—denoted with a * below.

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	14'h x 48'w	15'4"h x 49'4"w	8"(4")		7.667"h x 24.667"w	7"h x 24"w	6.5"h x 23.5"w	* Download



Upload Files to Adams

<http://filetrans.adamsoutdoor.com/login.cfm>

Username: adamseastpa

Password: eastpa9461

- 1 In the top left click on **Upload New File**
- 2 Fill out the required fields
- 3 Choose file and click **Upload**
- 4 Once prompted that the file was uploaded, click **Save** to complete the file upload

All file names must be unique.
Files with default names will be overwritten.
Please include client name and date.

Click arrow to upload.



Ship to Adams

North-Eastern PA

136 Airstrip Rd. East Stroudsburg, PA 18301

Lehigh Valley

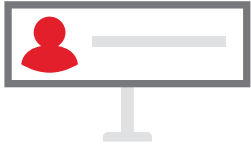
2176 Avenue C, Bethlehem, PA 18017

Lost? Let us help!

Contact your Account Executive with questions on Specs or Set-up.

Static Billboards

Bulletins



Ranging from smaller size to traditional size billboards. All static bulletins are printed on reusable vinyl that increases the life span of creative. There is the added option of extensions.

Print Material: 7oz Seamless Vinyl

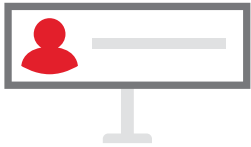
File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	3'h x 16'w	4'4"h x 17'4"w	8"(4")		2.167"h x 8.667"w	1.5"h x 8"w	1.33"h x 7.83"w	Download
	5'h x 10'w	5'4"h x 10'4"w	2"(2")		2.667"h x 5.167"w	2.5"h x 5"w	2.33"h x 4.83"w	Download
	6'h x 12'w	6'4"h x 12'4"w	2"(2")		3.167"h x 6.167"w	3"h x 6"w	2.75"h x 5.75"w	Download
	8'h x 12'w	8'4"h x 12'4"w	2"(2")		4.167"h x 6.167"w	4"h x 6"w	3.75"h x 5.75"w	Download
	8'h x 16'w	9'4"h x 17'4"w	8"(4")		4.667"h x 8.667"w	4"h x 8"w	3.75"h x 7.75"w	Download
	8'h x 20'w	8'4"h x 20'4"w	2"(2")		4.167"h x 10.167"w	4"h x 10"w	3.75"h x 9.75"w	Download
	8'h x 24'w	8'8"h x 24'8"w	4"(2")		4.333"h x 12.333"w	4"h x 12"w	3.75"h x 11.75"w	Download
	8'h x 30'w	8'4"h x 30'4"w	2"(2")		4.167"h x 15.167"w	4"h x 15"w	3.63"h x 14.63"w	Download
	8'10"h x 12'10"w	9'2"h x 13'2"w	4"(2")		4.584"h x 6.584"w	4.417"h x 6.417"w	4.167"h x 6.167"w	Download
	8'10"h x 13'11"w	9'2"h x 13'5"w	4"(2")		4.584"h x 6.708"w	4.417"h x 6.542"w	4.167"h x 6.292"w	Download
	9'h x 16'w	9'4"h x 16'4"w	2"(2")		4.667"h x 8.167"w	4.5"h x 8"w	4.25"h x 7.75"w	Download
	10'h x 16'w	10'4"h x 16'4"w	2"(2")		5.167"h x 8.167"w	5"h x 8"w	4.75"h x 7.75"w	Download
	10'h x 20'w	10'8"h x 20'8"w	4"(2")		5.333"h x 10.333"w	5"h x 10"w	4.75"h x 9.75"w	Download
	10'h x 30'w	10'8"h x 30'8"w	4"(2")		5.333"h x 15.333"w	5"h x 15"w	4.5"h x 14.5"w	Download
	10'h x 30'w TSO	11'8"h x 31'8"w	10"(4")		5.83"h x 15.83"w	5"h x 15"w	4.5"h x 14.5"w	Download
	10'6"h x 16'w	11'2"h x 16'8"w	4"(2")		5.584"h x 8.333"w	5.25"h x 8"w	5"h x 7.75"w	Download

Bulletins (cont.)



Ranging from smaller size to traditional size billboards. All static bulletins are printed on reusable vinyl that increases the life span of creative. There is the added option of extensions.

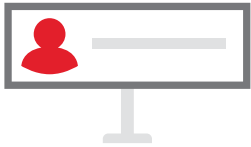
Print Material: 7oz Seamless Vinyl

File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	10'6"h x 28'w	11'10"h x 29'4"w	8"(4")		5.917"h x 14.667"w	5.25"h x 14"w	4.88"h x 13.63"w	Download
	10'6"h x 36'w	11'10"h x 37'4"w	8"(4")		5.917"h x 18.667"w	5.25"h x 18"w	4.75"h x 17.5"w	Download
	11'3"h x 49'4"w	11'11"h x 50'w	4"(2")		5.96"h x 25"w	5.63"h x 24.67"w	5.13"h x 24.17"w	Download
	12'h x 12'w	13'4"h x 13'4"w	8"(4")		6.667"h x 6.667"w	6"h x 6"w	5.63"h x 5.63"w	Download
	12'h x 14'w UNIT 516001-516002	12'h x 14'4"w	0"(2") PKT IN LIVE TOP/BOT 2"(2") LEFT/RIGHT		6"h x 7.167"w	6"h x 7"w	5.63"h x 6.63"w	Download
	12'h x 14'6"w	13'4"h x 15'10"w	8"(4")		6.667"h x 7.917"w	6"h x 7.25"w	5.63"h x 6.88"w	Download
	12'h x 24'w	12'8"h x 24'8"w	4"(2")		6.333"h x 12.333"w	6"h x 12"w	5.63"h x 11.63"w	Download
	12'h x 32'w	12'4"h x 32'4"w	2"(2")		6.167"h x 16.167"w	6"h x 16"w	5.63"h x 15.63"w	Download
	12'h x 40'w	13'4"h x 41'4"w	8"(4")		6.667"h x 20.667"w	6"h x 20"w	5.5"h x 19.5"w	Download
	12'h x 44'w	13'4"h x 45'4"w	8"(4")		6.667"h x 22.667"w	6"h x 22"w	5.5"h x 21.5"w	Download
	12'h x 48'w	13'4"h x 49'4"w	8"(4")		6.667"h x 24.667"w	6"h x 24"w	5.5"h x 23.5"w	Download
	12'h x 50'w	13'4"h x 51'4"w	8"(4")		6.667"h x 25.667"w	6"h x 25"w	5.5"h x 24.5"w	Download
	12'11"h x 24'6"w	12'9"h x 25'2"w	4"(4")		6.38"h x 12.58"w	6.04"h x 12.25"w	5.67"h x 11.88"w	Download
	12'11"h x 49'11"w	13'5"h x 50'5"w	8"(4")		6.708"h x 25.208"w	6.042"h x 24.542"w	5.542"h x 24.042"w	Download
	12'3"h x 22'5"w	13'7"h x 23'9"w	8"(4")		6.792"h x 11.875"w	6.125"h x 11.208"w	5.755"h x 10.838"w	Download
	14'h x 24'w	14'8"h x 24'8"w	4"(2")		7.333"h x 12.333"w	7"h x 12"w	6.63"h x 11.63"w	Download
	14'h x 40'w	15'4"h x 41'4"w	8"(4")		7.67"h x 20.67"w	7"h x 20"w	6.5"h x 19.5"w	Download



Bulletins (cont.)

Ranging from smaller size to traditional size billboards. All static bulletins are printed on reusable vinyl that increases the life span of creative. There is the added option of extensions.

Print Material: 7oz Seamless Vinyl

File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT SIZE	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	14'h x 48'w	15'4"h x 49'4"w	8"(4")		7.667"h x 24.667"w	7"h x 24"w	6.5"h x 23.5"w	Download
	14'h x 48'10"w	15'4"h x 50'2"w	8"(4")		7.667"h x 25.084"w	7"h x 24.417"w	6.5"h x 23.917"w	Download
	14'6"h x 49'8"w	15'10"h x 51'w	8"(4")		7.917"h x 25.5"w	7.25"h x 24.833"w	6.75"h x 24.333"w	Download
	16'h x 41'w	17'4"h x 42'4"w	8"(4")		8.667"h x 21.167"w	8"h x 20.5"w	7.5"h x 20"w	Download
	16'h x 48'w	17'4"h x 49'4"w	8"(4")		8.667"h x 24.667"w	8"h x 24"w	7.5"h x 23.5"w	Download
	16'h x 61'w	17'4"h x 62'4"w	8"(4")		8.667"h x 31.167"w	8"h x 30.5"w	7.5"h x 30"w	Download
	16'8"h x 10'6"w	18'h x 11'10"w	8"(4")		9"h x 5.917"w	8.333"h x 5.25"w	7.963"h x 4.88"w	Download
	18'h x 48'w	19'4"h x 49'4"w	8"(4")		9.667"h x 24.667"w	9"h x 24"w	8.5"h x 23.5"w	Download
	19'h x 48'w	20'4"h x 49'4"w	8"(4")		10.167"h x 24.667"w	9.5"h x 24"w	9"h x 23.5"w	Download
	19'6"h x 48'w	20'10"h x 49'4"w	8"(4")		10.417"h x 24.667"w	9.75"h x 24"w	9.25"h x 23.5"w	Download
	20'h x 48'w	21'4"h x 49'4"w	8"(4")		10.667"h x 24.667"w	10"h x 24"w	9.5"h x 23.5"w	Download
	20'h x 60'w	21'4"h x 61'4"w	8"(4")		10.667"h x 30.667"w	10"h x 30"w	9.5"h x 29.5"w	Download
	21'h x 30'w	22'h x 31'w	6"(3")		11"h x 15.5"w	10.5"h x 15"w	10"h x 14.5"w	Download
	26'h x 24'w	26'8"h x 24'8"w	4"(2")		13.333"h x 12.333"w	13"h x 12"w	12.5"h x 11.5"w	Download



Backlits

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

Print Material: Backlit 15oz Vinyl
100% on front

File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	14'h x 48'w	15'4"h x 49'4"w	8"(4")		7.667"h x 24.667"w	7"h x 24"w	6.5"h x 23.5"w	Download
	30'h x 10'w	31'h x 11'w	6"(3")		15.5"h x 5.5"w	15"h x 5"w	14.63"h x 4.63"w	Download
	48'h x 13'7"w*	49'2"h x 14'9"w	7"(3")		24.584"h x 7.375"w	24"h x 6.792"w	23.5"h x 6.292"w	Download

*On the finished design, a black dividing line must be placed across the design, centered top and bottom. The line is 0.125" tall x 7.375" wide within the File Set-Up dimensions listed above.

Eco-Flex Poster

Posters are printed on a lighter weight material and posted with Formetco System clips. No typical options for extensions.

Print Material: 3.2oz Polyethylene
7oz Seamless Vinyl

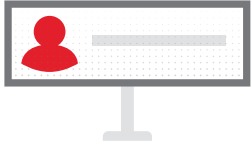
File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	SAFETY AREA	TEMPLATE
	10'4.5"h x 22'7.5"w	10'4.5"h x 22'7.5"w	0"(0")		5.187"h x 11.313"w	4.817"h x 10.943"w	Download

Digital Billboards



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.

Bleed: N/A

Color Mode: RGB

DPI: 72

DESIGN SET-UP	UNIT #	FILE SET-UP	SAFETY AREA	UNIT SIZE	TEMPLATE
	732006, 732007, 744001, 744002, 745007, 745008	1800px w x 600px h	1770px w x 570px h	10'h x 30'w	Download
	716002, 800009	1600px w x 400px h	1570px w x 370px h	10'6"h x 36'w	Download
	702001, 710001, 713001, 716001, 716005, 721001, 731001, 731002, 731003, 731004, 731005, 732003, 732004, 732005, 732008, 733001, 733002, 733004, 734010, 734011, 741001, 741002, 742001, 742002, 743001, 745005, 745006	1400px w x 400px h	1370px w x 370px h	10'6"h x 36'w 14'h x 48'w	Download
	732001, 732002, 734008, 734009, 734012, 734013, 735002, 735003, 744003, 744004, 744005	840px w x 840px h	810px w x 810px h	10'h x 10'w 14'h x 14'w 20'h x 20'w 22'h x 22'w 25'h x 25'w	Download
	712001, 712002, 716003, 716004, 719001, 725001, 725002, 725003, 725004, 728001, 729001, 729002, 729003, 729004, 729005, 739001, 739002, 744006, 744007, 745003, 745004, 746001, 746002, 746003	840px w x 400px h	810px w x 370px h	10'h x 20'w 11'h x 22'w 12'h x 24'w	Download
	734001, 745001, 745002	640px w x 702px h	610px w x 672px h	13'h x 12'w 15'h x 12'w	Download
	800001, 800002, 800003, 800004, 800005, 800006, 800007, 800008, 800010, 800011, 800012, 800013, 800014, 800015, 800016, 800017, 800018, 800019, 800020, 800021, 800022, 800023, 800024, 800025	522px w x 162px h	507px w x 147px h	10'h x 30'w	Download