

STATIC BULLETINS

FINISHING SPECS						FILE SETUP				
UNIT SIZE or NUMBER	BLEED	POCKET	FINISHED SIZE	SUBSTRATE	OUTPUT	LIVE AREA	BLEED	TOTAL FILE SIZE	RESOLUTION	SETUP NOTES
14' h x 48' w	2"	3"	14'10" h x 48'10" w	7 oz Seamless Vinyl	150	24" w x 7" h	0.21"	24.42" w x 7.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
10'6" h x 36' w	2"	3"	11'4" h x 36'10" w	7 oz Seamless Vinyl	150	18" w x 5.25 h	0.21"	18.42" w x 5.67" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
20' h x 60' w	2"	3"	20'10" h x 60'10" w	7 oz Seamless Vinyl	150	30" w x 10" h	0.21"	30.42" w x 10.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
9'4" h x 29'7" w	2"	3"	10'2" h x 30'5" w	7 oz Seamless Vinyl	150	14.79" w x 4.666" h	0.21"	15.21" w x 5.086" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
10' h x 30' w	2"	3"	10'10" h x 30'10" w	7 oz Seamless Vinyl	150	15" w x 5" h	0.21"	15.42" w x 5.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
14' h x 24' w	2"	3"	14'10" h x 24'10" w	7 oz Seamless Vinyl	150	12" w x 7" h	0.21"	12.42" w x 7.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
12' h x 28' w	2"	3"	12'10" h x 28'10" w	7 oz Seamless Vinyl	150	14" w x 6" h	0.21"	14.42" w x 6.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
9'4" h x 30'3" w	2"	3"	10'2" h x 31'1" w	7 oz Seamless Vinyl	150	15.125" w x 4.666" h	0.21"	15.545" w x 5.086" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
12' h x 25' w	2"	3"	12'10" h x 25'10" w	7 oz Seamless Vinyl	150	12.5" w x 6" h	0.21"	12.92" w x 6.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
14' h x 28' w	2"	3"	14'10" h x 28'10" w	7 oz Seamless Vinyl	150	14" w x 7" h	0.21"	14.42" w x 7.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
12' h x 20' w	2"	3"	12'10" h x 20'10" w	7 oz Seamless Vinyl	150	10" w x 6" h	0.21"	10.42" w x 6.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
10' h x 35'5" w	2"	3"	10'10" h x 36'3" w	7 oz Seamless Vinyl	150	17.7" w x 5" h	0.21"	18.12" w x 5.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
10' h x 37'3" w	2"	3"	10'10" h x 38'1" w	7 oz Seamless Vinyl	150	18.625" w x 5" h	0.21"	19.045" w x 5.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
9'4" h x 30'4" w *	2"	3"	10'2" h x 31'2" w	7 oz Seamless Vinyl	150	15.166" w x 4.666" h	0.21"	15.586" w x 5.086" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
12' h x 24' w	2"	3"	12'10" h x 24'10" w	7 oz Seamless Vinyl	150	12" w x 6" h	0.21"	12.42" w x 6.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
10'5" h x 36' w	2"	3"	11'3" h x 36'10" w	7 oz Seamless Vinyl	150	18" w x 5.21" h	0.21"	18.42" w x 5.63" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
Units: 2320, 2321	Lind Media Finishing 2" reinforced hem		14'7" h x 56'10" w	7 oz Seamless Vinyl	150	28.42" w x 7.292" h	NONE	28.42" w x 7.292" h	300 DPI	TOTAL FILE IS VIEWABLE
Units: 2418-19-20-21	Lind Media Finishing 2" reinforced hem		9'4" h x 35'7" w	7 oz Seamless Vinyl	150	17.792" w x 4.666" h	NONE	17.792" w x 4.666" h	300 DPI	TOTAL FILE IS VIEWABLE
Units: 2407, 2409	Lind Media Finishing 2" reinforced hem		9'4" h x 32'10" w	7 oz Seamless Vinyl	150	16.42" w x 4.666" h	NONE	16.42" w x 4.666" h	300 DPI	TOTAL FILE IS VIEWABLE
Units: 2406, 2408	Lind Media Finishing 2" reinforced hem		10'1" h x 32'10" w	7 oz Seamless Vinyl	150	16.42" w x 5.042" h	NONE	16.42" w x 5.042" h	300 DPI	TOTAL FILE IS VIEWABLE

\* Units 2413 (top) and 2411 (bottom) are sold together as a custom vertacular bulletin. These require the production of two separate vinyls that will mate to form one design.  
Units 2412 (top) and 2410 (bottom) are sold together as a custom vertacular bulletin. These require the production of two separate vinyls that will mate to form one design.

## POSTERS

FINISHING SPECS						FILE SETUP				
PRODUCT	BLEED	POCKET	FINISHED SIZE	SUBSTRATE	OUTPUT	LIVE AREA	BLEED	TOTAL FILE SIZE	RESOLUTION	SETUP NOTES
Single Sheet Poster (SSP)	NONE	NONE	10'4.5" h x 22'7.5" w	3.2 oz or 7 oz Seamless Vinyl	150	11.313" w x 5.187" h	NONE	11.313" w x 5.187" h	300 DPI	TOTAL FILE IS VIEWABLE
FX-6 Vinyl Insert	NONE	2"	10'5" h x 22'8" w	7 oz Seamless Vinyl	150	5.208" w x 11.333" h	NONE	11.333" w x 5.208" h	300 DPI	TOTAL FILE IS VIEWABLE
JR FX-6 Vinyl Insert	NONE	2"	5'2" h x 11'2" w	7 oz Seamless Vinyl	150	5.583" w x 2.583" h	NONE	5.583" w x 2.583" h	300 DPI	TOTAL FILE IS VIEWABLE

## TRIVISIONS

FINISHING SPECS					FILE SETUP				
PRODUCT	LOUVERS	FINISHED SIZE	SUBSTRATE	OUTPUT	LIVE AREA	BLEED	TOTAL FILE SIZE	RESOLUTION	SETUP NOTES
Trivision Poster (Formetco)	45 louvers, 5.3" wide, 1/2" gap	10'5" h x 22'8" w	15pt. Calendered Vinyl	150	11.333" w x 5.25" h	NONE	11.333" w x 5.208" h	300 DPI	TOTAL FILE IS VIEWABLE
Trivision Bulletin (Formetco)	96 louvers, 5 7/16" wide, 1/2" gap	14' h x 48' w	15pt. Calendered Vinyl	150	24" w x 7" h	NONE	24" w x 7" h	300 DPI	TOTAL FILE IS VIEWABLE

## DIGITAL BULLETINS

UNIT NUMBER	REQUIRED DIMENSIONS	PHYSICAL LIVE AREA	FILE SET-UP NOTES
2179, 2180, 2181, 2261, 2338, 2267	1408 w x 384 h pixels	14'h x 48'w	72 dpi / RGB / JPEG. Bleed art to edge.
2100, 2101, 2301, 2298, 2299, 2300	920 w x 260 h pixels	14'h x 48'w	72 dpi / RGB / JPEG. Bleed art to edge.
2029, 2030, 2031	888 w x 240 h pixels	14'h x 48'w	72 dpi / RGB / JPEG. Bleed art to edge.
2213, 2265	864 w x 240 h pixels	14'h x 48'w	72 dpi / RGB / JPEG. Bleed art to edge.
2212	858 w x 242 h pixels	14'h x 48'w	72 dpi / RGB / JPEG. Bleed art to edge.
2372	1728 w x 504 h pixels	14'h x 48'w	72 dpi / RGB / JPEG. Bleed art to edge.
2208	864 w x 252 h pixels	14'h x 48'w	72 dpi / RGB / JPEG. Bleed art to edge.
2252, 2254, 2255, 2048, 2049	680 w x 200 h pixels	10'6" h x 36'w	72 dpi / RGB / JPEG. Bleed art to edge.

## ONLINE ADVERTISING

### STANDARD ADS

- File Size: Max file size is 150kb
- Additional Ad Sizes: 300 x 600, 336 x 280, and 468 x 60
- Image Formats: .jpg & .png

### ADS MAY NOT

- Contain fake hyperlinks
- Resemble Windows, Unix, or Mac dialog boxes
- Simulate fake interactivity
- Initiate downloads
- Be intrusive
- Contain misleading content
- All website materials must meet Google advertising standards, some restrictions apply

### FACEBOOK

- File Size: Max file size is 1MB
- Dimensions: 1200 x 628 px
- Headline: 25 characters or less
- Body Text: 90 characters or less
- Destination URL
- Image may not include more than 20% text
- [Check image text here.](#)

### GEO FENCING GEO TARGETING

- File Size: Max file size is 150 kB.
- Dimensions: 320 x 50 required size.
- Other Dimensions: 300 x 50, 320 x 50, 320 x 480 and 728 x 90 (mobile run of network)

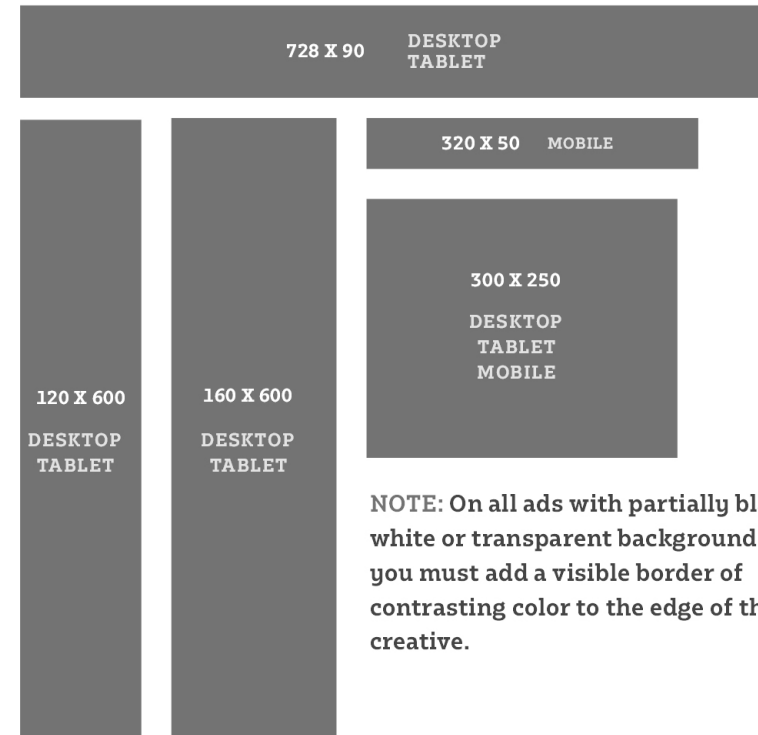
### ANIMATED ADS

- Maximum of 18 frames per second.
- Maximum animation length of 30 seconds with no more than two loops
- Ads can be run in "in-banner", pre-roll and standard video

### TIMING

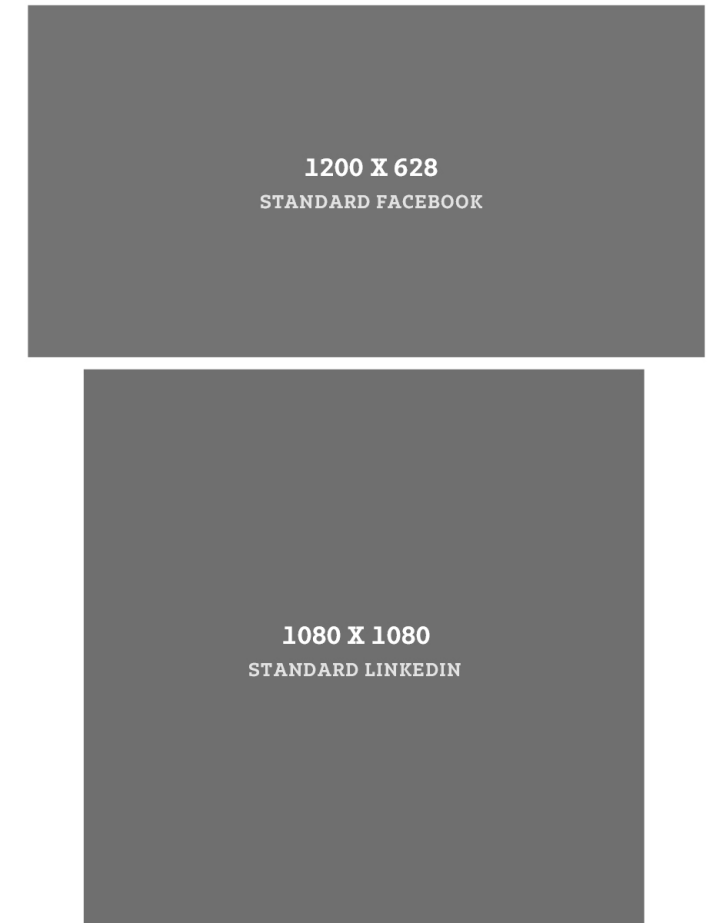
- Please allow 2-3 business days from ad order submission for launches

## STANDARD FIVE



**NOTE: On all ads with partially black, white or transparent backgrounds, you must add a visible border of contrasting color to the edge of the creative.**

## SOCIAL MEDIA



## VIDEO + HTML5 CREATIVE

### VIDEO STANDARDS

- Dimensions: 960 x 720 and 940 x 540 px
- Audio bitrate: 128 kbps or higher
- Video bitrate: 2.0 Mbps or higher
- Preferred format: mp4 (h.264)
- Max video file size: 10 MB with max final load size of 200MB
- Max In-Banner video file size: 5MB

### PLAYBACK METHOD

- Auto-play sound: on/off (click to play is preferred by publishers)

### VIDEO TYPES

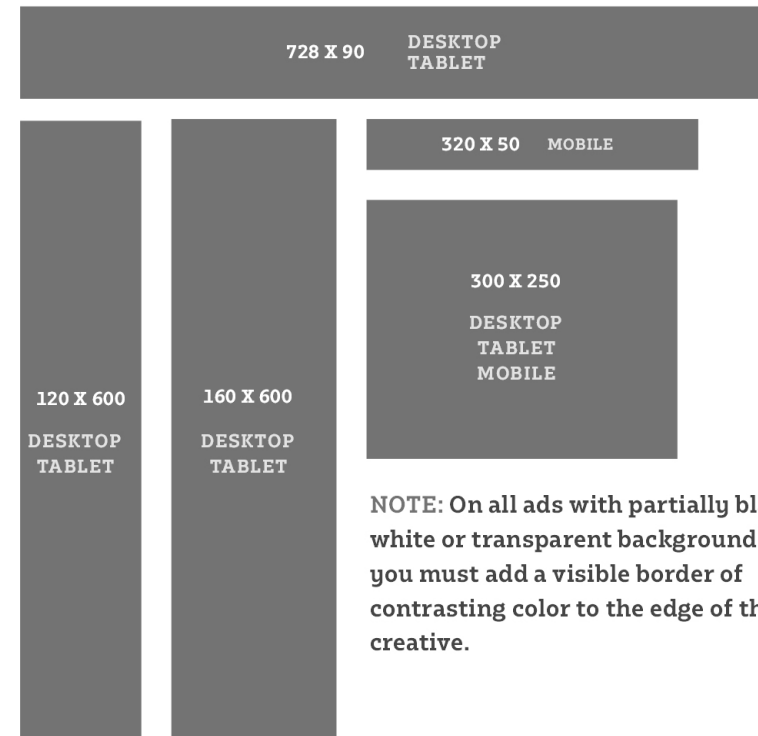
- Interstitial: Web page displays before or after expected content
- In-Banner: Video built into a banner ad
- In-Stream: Pre-roll, mid-roll, post-roll

### HTML5 STANDARDS

- All HTML5 files must include an index.html file
- CLICKTAGS: Clicktags should be set up in the following format:
  - {{clickTag}} / {{escapedClickTag}}
  - Used for click tracking. Insert directly before the click through URL
  - Use the escaped version if passing the click tag as part of a URL
- Ads serving within an iframe should open in a new window when clicked
- Example: ClickTag Actionscript Code: on (release)
 

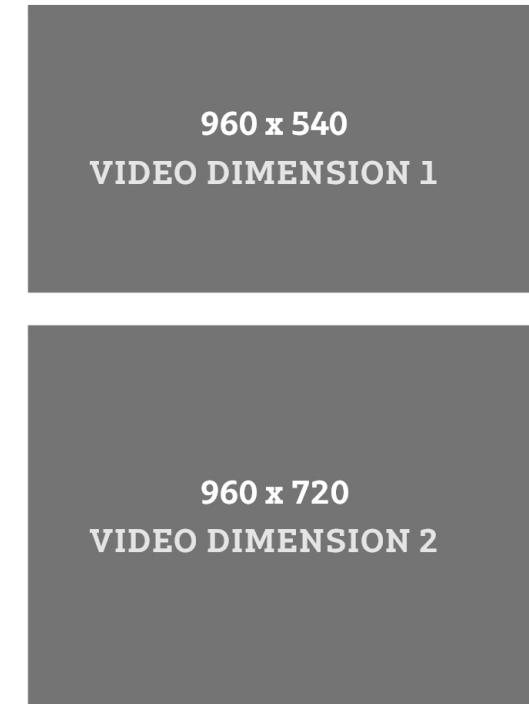
```
{getUrl(clickTAG,"_blank");}
```
- Tip: Please only implement one clicktag in each file, as our platform does not support multiple clicktags within one file.
- Acceptable Formats: ZIP file or HTML script.

## STANDARD FIVE



**NOTE: On all ads with partially black, white or transparent backgrounds, you must add a visible border of contrasting color to the edge of the creative.**

## VIDEO



## 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 14' x 48' 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 ADVERTISING.**

## FTP INSTRUCTIONS

### 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: adamsnorfolk

p: norfolk1355

Click Upload new file.

## QUESTIONS?

Contact the creative department at 757-461-1355  
or email Art Director, Ryan Saul at [rsaul@adamsoutdoor.com](mailto:rsaul@adamsoutdoor.com)

