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

**THE CUSTOM BULLETIN & THE BULLETIN:** All printed on vinyl which allows for the reuse of the same vinyl and increases life span of creative.

MECHANICAL	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Eco-Flex Poster	10'4.5"h x 22'7.5"w	5.125"h x 11.125"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		3.2oz Polyethylene Formetco System	10'4.5"h x 22'7.5"w	full	N/A	150
	Custom Bulletin	10'h x 30'w	5.33"h x 15.33"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	4"	4"	150
	Bulletin	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	4"	4"	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	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Backlit	10'h x 30'w	7.67"h x 17.67"w	300 dpi/CMYK. Bleed art to edge, but leave 1.275" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	14'h x 34'w	20"	4"	150
			Get Template from AOA Art Dept							

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

MECHANICAL	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	PANELS	BLEED	POCKET	DPI
	Roto Panel (11032A) 12' x 25'	12'h x 24'2.25"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.		15 Pt Calendered Vinyl 70 Panels	93 mm w x 12'h	full	N/A	150
	Formetco (I-74) 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.		96 Panels	13'11"h x 5 7/16"w	full	N/A	150

**UNIQUE STRUCTURES:** Single units throughout the market that are uniquely sized.

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	16'x 50' I-74 / Morton	16'h x 50'w	6.583"h x 25.583"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	16'6"h x 50'6"w	3"	3"	150
	12'x24' / Morton	12'h x 24'w	8"h x 15.2"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 25'4"w	4"	4"	150
	Jr. Wrapped Posters	12' 7"w x 12'h	14h" x 13.5"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	13'11" h x 13'4"w	4"	4"	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	FILE SET-UP SIZE	FILE SET-UP NOTES	PRODUCT	FILE SET-UP SIZE	FILE SET-UP NOTES
	University & Glen #11031A Knoxville & Mt Hawley #11034A, #11035A Glen & Sheridan #11050A War & Indiana #11051A Veterans & Morrissey #40000A, #40001A Veterans & Ft Jesse #41003A, #41004A	432h x 864w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	2405 E Empire St #42000A, #42001A War & Wisconsin #13052A	180h x 560w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.
Pioneer Park & Hale #13012A Washington & Dolans #33020A 8th & Kennedy #33978A War & University #14939A I-74 & Camp #14979A I-74 & Glendale #14908A Knoxville & I-74 #14975A Wash & Riverfront #34918A	384h x 1408w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	<p><b>UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING:</b></p> <p><a href="http://www.adamsoutdoor.com">www.adamsoutdoor.com</a></p> <p>(click on FTP folder in upper right hand corner of webpage)</p> <p>u: adams</p> <p>p: Outd00r (O's are zeros)</p>			