

We support the following Macintosh software: Adobe Photoshop CS4 & CS5 Adobe Illustrator CS4 & CS5, Adobe InDesign CS4 & CS5 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 3' x 16'	3'h x 16'w	1.833"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	4'4"h x 17'4"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 16'	8'h x 16'w	4.333"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	9'4"h x 17'4w	4"	4"	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 8' x 30'	8'h x 30'w	4.333"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	8'4"h x 30'4"w	2"	2"	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
	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 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 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 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 10'6" x 28'	10'6"h x 28'w	5.583"h x 14.333"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	11'10"h x 29'4"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	11'10"h x 37'4"w	4"	4"	150
	Bulletin 12' x 12'	12'h x 12'w	6.333"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	13'4"h x 13'4"w	4"	4"	150
Bulletin 12' x 14'6"	12'h x 14'6"w	6.333"h x 7.583"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	13'4"h x 15'10"w	4"	4"	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		

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	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	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 40'	12'h x 40'w	6.333"h x 20.333"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	13'4"h x 41'4"w	4"	4"	150
	Bulletin 12' x 44'	12'h x 44'w	6.333"h x 22.333"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	13'4"h x 45'4"w	4"	4"	150
	Bulletin 12' x 48'	12'h x 48'w	6.333"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	13'4"h x 49'4"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	13'4"h x 51'4"w	4"	4"	150
	Bulletin 12'3" x 22'5"	12'3"h x 22'5"w	6.458"h x 11.541"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	13'7"h x 23'9"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 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	15'4"h x 49'4"w	4"	4"	150
	Bulletin 14'x 48'10"	14'h x 48'10"w	7.333"h x 24.747"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 50'2"w	4"	4"	150
	Bulletin 16' x 41'	16'h x 41'w	8.333"h x 20.833"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	17'4"h x 42'4"w	4"	4"	150
	Bulletin 16' x 48'	16'h x 48'w	8.333"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	17'4"h x 49'4"w	4"	4"	150
	Bulletin 16' x 61'	16'h x 61'w	8.333"h x 30.833"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	17'4"h x 62'4"w	4"	4"	150
	Bulletin 16'8" x 10'6"	16'8"h x 10'6"w	8.666"h x 5.583"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	18'h x 11'10w	4"	4"	150
	Bulletin 18' x 48'	18'h x 48'w	9.333"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	19'4"h x 49'4"w	4"	4"	150
	Bulletin 19' x 48'	19'h x 48'w	9.833"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	20'4"h x 49'4"w	4"	4"	150
	Bulletin 19'6" x 48'	19'6"h x 48'w	10.083"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	20'10"h x 49'4w	4"	4"	150
Bulletin 20' x 48'	20'h x 48'w	10.333"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	21'4"h x 49'4"w	4"	4"	150	
Bulletin 20'x 60'	20'h x 60'w	10.333"h x 30.333"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	21'4"h x 61'4"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	

FINISHING DETAILS

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.

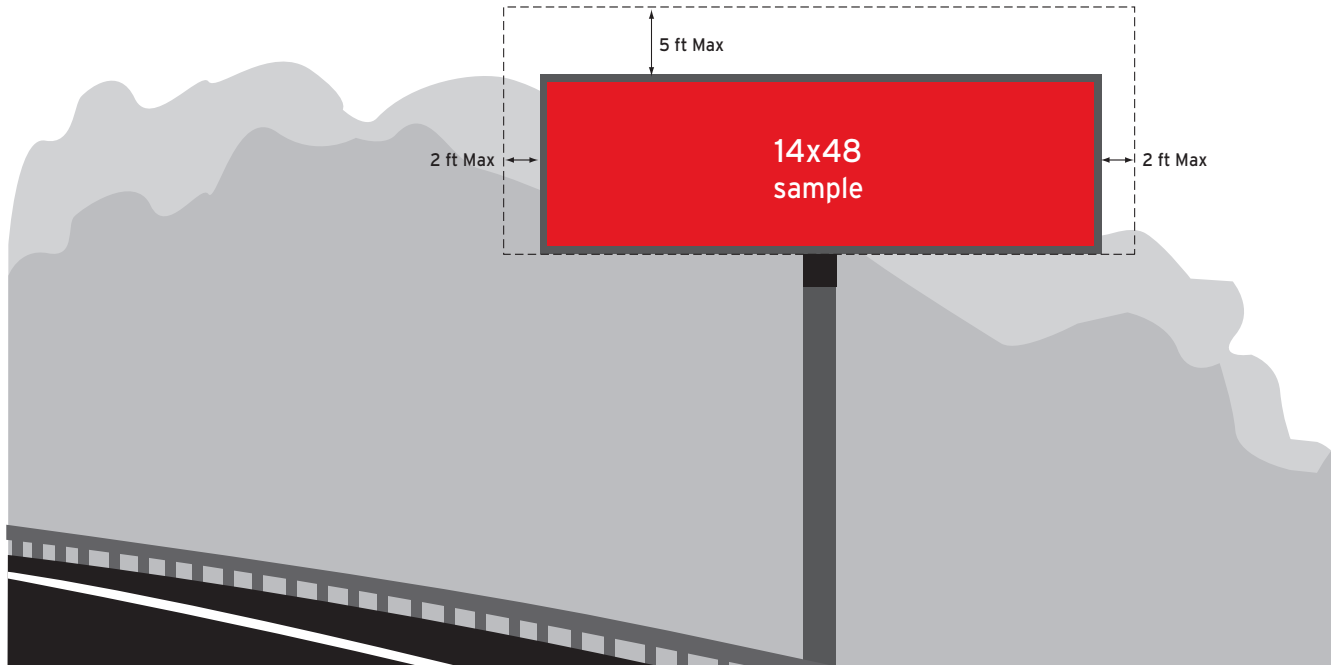
MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Backlit Bulletin 14' x 48'	14'h x 48'w	7.333"h x 24.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	15'4"h x 49'4"w	4"	4"	150
Backlit Vertacular 48' x 14'	48'h x 14'w	Full Design: 24.666"h x 7.666"w Top & Bottom portions: 12.69"h x 7.666"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area. After design is complete, split file into two: a top & bottom portion. They are not exact halves, as there will be an extra 1.366" at the bottom of the top portion and at the top of the bottom portion. This is for overlap/ design alignment during installation.	Top & Bottom portions: Backlit 15 oz Vinyl 100% on front	25'2"h x 15'2"w	7"	3"	150		
Backlit Vertacular 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
	TriView Bulletin 7'10" x 11'2" #516009, #516010, #516011	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	35 @ 94mm	150
TriView Bulletin 7'11.75" x 12' #516012, #516013, #516014	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 @ 91mm	150		

EXTENSION GUIDELINES (for static inventory, except for backlit): 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. **ALL EXTENSIONS AND EXCEPTIONS MUST BE APPROVED BY ADAMS OUTDOOR.**

- 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



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: adamseastpa
p: eastpa9461

Click Upload new file.

PARKING GARAGE SPECS

PRODUCT	LOCATION	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES
935001	North Street - Parking garage exit of ceiling beam between exit & ticket entrance	20"h x 8'w	10"h x 48"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.
935002	North Street - Parking garage entrance level 2 to left on wall	20"h x 8'w	10"h x 48"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.
935003	North Street - Level 2 on wall to right of stairwell	20"h x 8'w	10"h x 48"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.
935004	North Street - Level 2 exit (to North St) on stairwell below grid opening	3'h x 6'w	18"h x 36"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.
935005 (FRAMED UNIT)	North Street - Level 4 on turning wall to left of Lanta Bus plaza sign	3'3"h x 15'3"w	24"h x 96"w	300 dpi/CMYK. Bleed art to edge, but due to frame leave at least 2.50" inside all sides.
935006	North Street - Level 4 on wall to right of crosswalk doors	3'h x 6'w	18"h x 36"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.
936001	Walnut Street - Parking garage entrance on white wall to the left of double doors	6'h x 4'w	36"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.
936002	Walnut Street - Level 1 elevator exit on brick wall to left of stairwell door	6'h x 3'w	36"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.
936003	Walnut Street - Level 1 exit on brick wall to left of center stairwell door	4'h x 6'w	24"h x 36"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.
936004	Walnut Street - Level 2 exit on brick wall on right side of elevator	3'h x 6'w	18"h x 36"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.
936005	Walnut Street - Ground level exit on brick wall to right of office window	6'h x 4'w	36"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.
936006	Walnut Street - Ground level to the right of exit station near stairwell	3'h x 4'w	18"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.
936007	Walnut Street - Ground level to the right of exit station near stairwell	3'h x 4'w	18"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.



Famous EASTERN PA DIGITAL BILLBOARD SPECS

THE DIGITAL NETWORK • BULLETINS, POSTERS & SQUARES:

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.

FILE SET-UP	PRODUCT	BOARD #s	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES
	Digital Bulletins	For ALL Bulletin Board #'s	14'h x 48'w and 10'6''h x 36'w	416h x 1472w pixels	72 dpi/RGB/JPEG
	Digital 10x30 Bulletins	For ALL 10x30 Bulletin Board #'s	10'h x 30'w	360h x 1128w pixels	72 dpi/RGB/JPEG
	Digital Posters	For ALL Poster Board #'s	12'h x 24'w and 11'h x 22'w and 10'h x 20'w	352h x 704w pixels	72 dpi/RGB/JPEG
	Digital Squares <i>(includes City Center)</i>	For ALL Square Board #'s	25'h x 25'w, 22'h x 22'w, 20'h x 20'w, 14'h x 14'w, 13'h x 12'w, 10'h x 10'w, 15'h x 12'w	800h x 768w pixels	72 dpi/RGB/JPEG

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, 2019 would be: **010119**

Client_DesignName_blt_date.jpg (for bulletins)

Client_DesignName_blt1030_date.jpg (for 10'h x 30'w bulletin)

Client_DesignName_pst_date.jpg (for poster)

Client_DesignName_sq_date.jpg (for square)

So, a bulletin file for Client A promoting a new red product, submitted on JAN. 1, 2019 would look like:

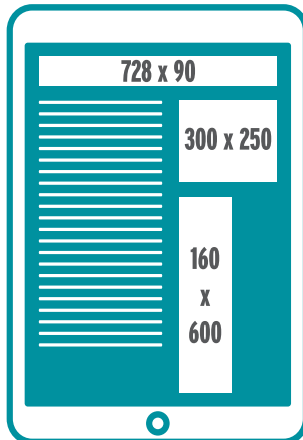
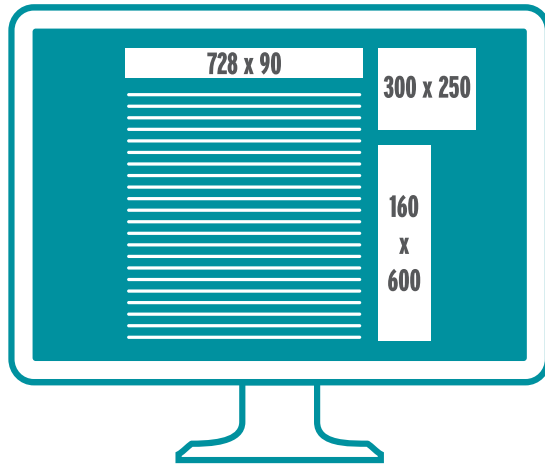
ClientA_NewRedProduct_blt_010119.jpg

GETTING YOUR DIGITAL FILES TO ADAMS:

Digital files are small enough in size to be e-mailed to your Sales Rep. or our Creative Dept. Files can also be uploaded to our ftp site with the below information.

To upload: www.adamsoutdoor.com **1.** Click on FTP folder in upper right hand corner of webpage **2.** u: adamseastpa p: eastpa9461 **3.** Click Upload new file.

BANNER AD SIZES



728×90 Leaderboard (Desktop, Tablet)

300×250 Medium Rectangle (Desktop, Tablet, Mobile)

160×600 Wide Skyscraper (Desktop, Tablet)

320×50 Mobile Banner (Mobile)

Supported File Types: JPEG, GIF

Maximum File Size: 200 kB

Creative must be clearly separated from the site content, either by a 1 pixel border or a non-white background color.