

THE POSTER: Smaller size billboards printed on paper instead of vinyl.

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

THE FX-6: Poster sized and printed on vinyl that is posted by stretching on a frame.

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	5.208"h x 11.166"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
Porta-Panel	5'h x 11'w	2.833"h x 5.833"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.	Paper	5'h x 11'w	N/A	N/A	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	FINISHED HEM	BLEED	POCKET	DPI
	TriVision Poster	10'5"h x 22'8"w	5.21"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.		15pt. Calendered Vinyl		N/A	N/A	150
TriVision Bulletin 14' x 48'	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	150		

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 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	21'h x 49'4"w	3"	3"	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	3"	3"	150
	Bulletin 14' x 38'6"	14' x 38'6"	7.333"h x 19.583"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	15'4"h x 40'h	3"	3"	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	3"	3"	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	3"	3"	150
	Bulletin 12' x 42'	12'h x 42"w	6.333"h x 21.333"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 43'4"w	3"	3"	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	3"	3"	150
	Bulletin 10' x 30'11"	10'h x 30'11"w	5.333"h x 15.833	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 31'3"w	3"	3"	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	11'4"h x 31'4"w	3"	3"	150
	Bulletin 12' x 36'	12'h x 36"w	6.333"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	13'4"h x 37'4"w	3"	3"	150
	Bulletin 12' x 25'	12'h x 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.		7 oz Seamless Vinyl	31'4"h x 26'4"w	3"	3"	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	13'4"h x 26'w	3"	3"	150
Bulletin 25'6" x 24'6"	25'6"h x 24'6"w	13.083"h x 12.583"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	27'h x 26'w	3"	3"	150		
Bulletin 24' x 24'	24'h x 24"w	12.333" x 12.333"	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	25'h" x 25'4"w	3"	3"	150		

FILE SIZES »

UNIT	DESCRIPTION	FILE SIZE
126	SR 78 25 ft W/O Coolidge Rd	920w x 260h pixels
136	I-69 BL (SR-78) 200 ft. W/O Marsh Rd	528w x 176h pixels
828	I-96 0.5 mi E/O Hagadorn Rd	920w x 260h pixels
3250	I-96 0.5 mi E/O Hagadorn Rd	920w x 260h pixels
R0215	I-496 15 ft. E/O Pennsylvania Ave	1408w x 384h pixels
R125	Saginaw St E 300 ft. E/O Larch St	600w x 220h pixels
R160	SR 43 25 ft. W/O Coolidge Rd	920w x 260h pixels
3100	Michigan Ave E 0.15 mi W/O Cedar St	920w x 260h pixels
775	SR 43 (M-43) 180 ft. E/O SR 100	528w x 176h pixels
VS8	Cedar St S 100 ft. S/O I-496	384w x 400h pixels
612	I-96 1370 ft E/O Gregory Road SS	920w x 260h pixels
616	I-94 4046 ft. W/O US 127	1408w x 384h pixels

FILE SET-UP »

All digital files need to be formatted as JPEGs with a resolution of 72 DPI and in RGB color mode.

FILE NAMING REQUIREMENTS »

All digital files should be named as shown below. Spaces should not be included.

Advertiser_DesignName_FileSize_Date (M.D.YY)

Example: ShoesRUs_SpringSale_384x400_4.29.19

FTP UPLOAD INFORMATION »

<http://www.adamsoutdoor.com>

*Click the FTP icon in the upper right

username: **adamslansing**

password: **lansing2121**

TURNAROUND TIME »

Digital files need to be provided by 12pm correctly sized, formatted, and named for same day upload. Any files submitted after 12pm will be uploaded by 12pm the following business day.

Dynamic Content: All creative files and feed details for dynamic content will need to be submitted a minimum of 10 days prior to post date.

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 14x48 Bulletin Maximum Extensions: 4' 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.

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: adamslansing

p: lansing2121

Click Upload new file.

