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**THE BULLETIN:** Ranging from smaller size to traditional size billboards. Printed on vinyl allows for the reuse of the same vinyl and increases life span of creative. Vinyl also allows the option of extensions.

	MECHANICAL SET-UP				FINISHING DETAILS				
	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	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	4"	4"	150
	Bulletin 10' x 32'	10'h x 32'w	5.333"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	11'4"h x 33'4"w	4"	4"	150
	Bulletin 10' x 36'	10'h x 36'w	5.333"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	11'4"h x 37'4"w	4"	4"	150
	Bulletin 10" x 40'	10'h x 40'w	5.333"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	11'4"h x 41'4"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 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	4"	4"	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	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 14' x 36'	10'6"h x 32'w	7.333"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	11'10"h x 33'4"w	4"	4"	150
	Bulletin 14' x 44'	14'h x 44'w	7.333"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	15'4"h x 45'4"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 15' x 50'	15'h x 50'w	7.833"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	16'4"h x 51'4"w	4"	4"	150
	(Vertical) Bulletin 20' x 8'	20'h x 8'w	10.333"h x 4.333"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 9'4"w	4"	4"	150
	Bulletin 4' x 8'	4'h x 8'w	2.333"h x 4.333"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 9'4"w	4"	4"	150
	Bulletin 5' x 12'	5'h x 12'w	2.833"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 13'4"w	4"	4"	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	7'4"h x 13'4"w	4"	4"	150

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

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	5.208"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

**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	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	BOARD NUMBER	FACE DIRECTION		DPI
	US 131 (2 Sides)	14'h x 48'w	260h x 888w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		KD131N KD131S	NORTH SOUTH		72
Gull Rd at Borgess (1 Side)	12'h x 42'w	200h x 768w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	KD4197W	WEST		72		
Westnedge (2 Sides)	10'h x 30'w	(N)160h x 552w pixels (S)176h x 528w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	KD37205 KD37206	NORTH SOUTH		72		
Sprinkle Rd (2 sides)	10'6"h x 36'w	176h x 638w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	KD37194 KD37193	NORTH SOUTH		72		
Gull & G (2 sides)	11'6"h x 41'11"w	384h x 1152w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	KD6247E KD6247W	EAST WEST		72		
W Main (1 side)	12'7"hx46'2"w	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.	KD4408	WEST		72		
Stadium (1 Side)	12'7"hx46'2"w	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.	KD2700	WEST		72		
Rooftop (1 Side)	12'7"hx50'5"w	384h x 1536w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	KD111	WEST		72		
Wings Event Center (2 Sides)	29'4"hx35'w	720h x 1152w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	KD94WingsE KD94WingsW	EAST WEST		72		
Holland US 31 (2 Sides)	10'6"hx36'w	200h x 680w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	HD31N HD31S	NORTH SOUTH		72		

**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.**

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