

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: 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.

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

VINYL POSTER: Poster sized and printed on long-lasting, re-postable 7oz vinyl that is posted with clips instead of paste.

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
	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 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	15'4"h x 49'4"w	4"	4"	150
	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 0.35" 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
	Vinyl 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 0.35" inside all sides of the file for safety area.		7 oz Seamless Vinyl	10'4.5"h x 22'7.5"w	full	N/A	150
	Backlit Poster	12'h x 24'w	6.75"h x 12.75"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.		Backlit 14 oz Vinyl Double Striked 100% on front 50% on back	13'6"h x 25'6"w	full	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.

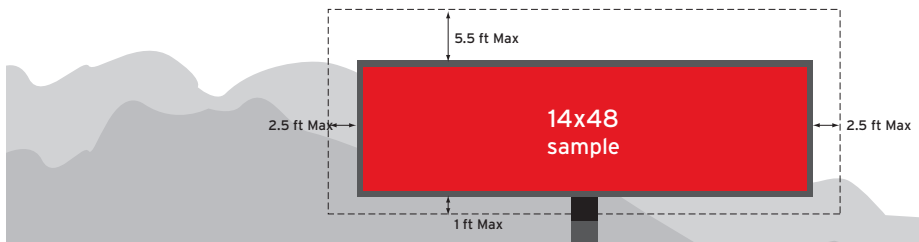
MECH.	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISH	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Digital Bulletin	14'h x 48'w	416h x 1440w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		N/A	N/A	N/A	N/A	72
	Digital Poster	12'h x 25'w	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		N/A	N/A	N/A	N/A	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: 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.



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: adamsmadison
p: madison7900

Click Upload new file.

Choose "Racine-Kenosha" for Market.

If you have problems uploading, an alternative is www.WeTransfer.com. FREE, No account necessary, no software required, up to 2GB files.