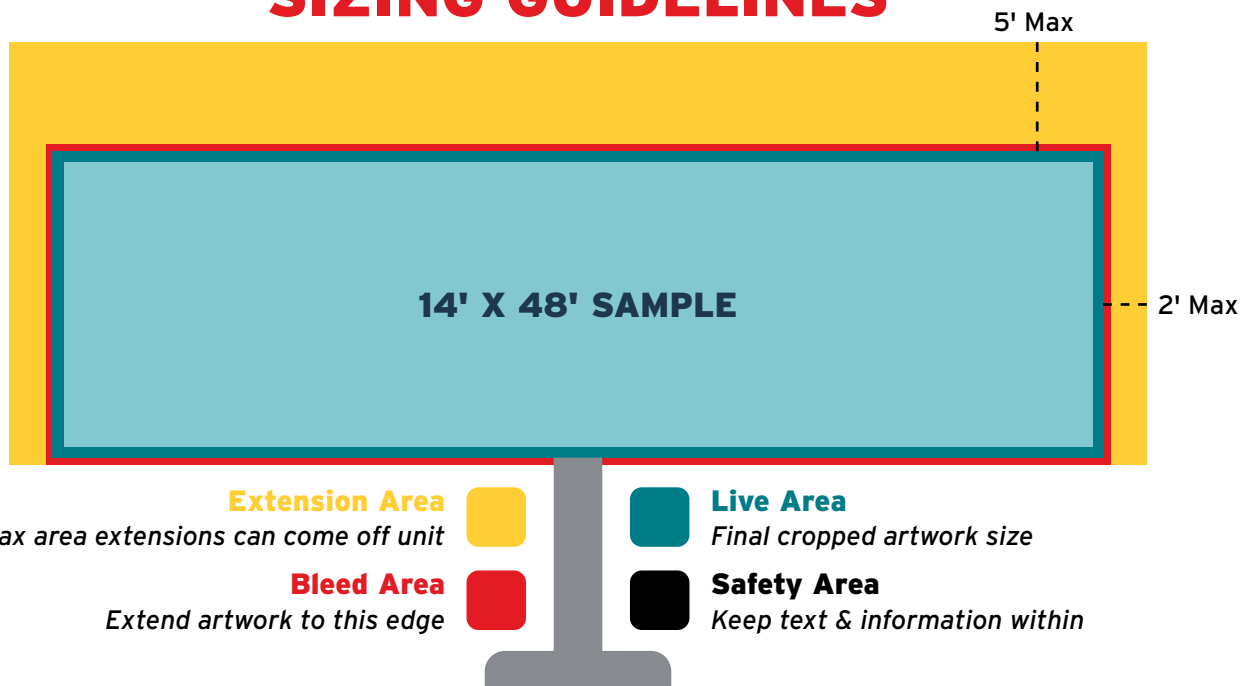




SPECS & FINISHING Charlotte, NC

SIZING GUIDELINES



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 14' x 48' Bulletin Max. Extensions:**

5' off the top, 2' off the sides.

» **Standard 10'6" x 36' Bulletin Max. Extensions:**

4' off the top, 2' off the sides.

» **See templates for maximum areas.**

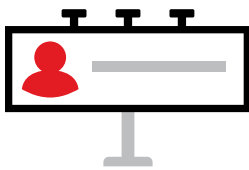
ALL EXTENSIONS AND EXCEPTIONS MUST BE APPROVED BY ADAMS OUTDOOR

UPLOAD YOUR FILES TO ADAMS

1. Go to **AdamsOutdoor.com**
2. Click on **FTP Folder** in upper right corner
3. **Username:** adamscharlotte
4. **Password:** charlotte1700
5. Click **"Upload New File"**



! We support the following Macintosh software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign 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. !



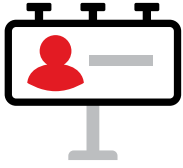
STATIC BULLETIN

Ranging from smaller size to traditional size billboards. All static bulletins are printed on reusable vinyl that increases the life span of creative. There is the added option of extensions.
 » **Designer File Setup:** CMYK at 300 dpi. Leave at least ¼" inside all sides for safety area.
 » **Print Material:** 7oz Seamless Vinyl with 3" bleed and 3" pocket (except special sizes).

Unit Size	Finished Printed Hem	File Size: Bleed	File Size: Live	PSD Template
COMMON SIZES				
10'6" h x 36' w	11'6" h x 37' w	5.5" h x 18.25" w	5.25" h x 18" w	Download
14' h x 48' w	15' h x 49' w	7.25" h x 24.25" w	7" h x 24" w	Download
OTHER SIZES				
9'2" h x 24'6" w	10'2" h x 25'6" w	4.833" h x 12.5" w	4.583" h x 12.25" w	Download
9'3" h x 24'6" w	10'3" h x 25'6" w	4.875" h x 12.5" w	4.625" h x 12.25" w	Download
10' h x 30' w	11' h x 31' w	5.25" h x 15.25" w	5" h x 15" w	Download
10' h x 30'6" w	11' h x 31'6" w	5.25" h x 15.5" w	5" h x 15.25" w	Download
10' h x 32' w	11' h x 33' w	5.25" h x 16.25" w	5" h x 16" w	Download
10' h x 40' w	11' h x 41' w	5.25" h x 20.25" w	5" h x 20" w	Download
10'6" h x 22'4" w	11'6" h x 23'4" w	5.5" h x 11.417" w	5.25" h x 11.167" w	Download
10'6" h x 24' w	11'6" h x 25' w	5.5" h x 12.25" w	5.25" h x 12" w	Download
10'6" h x 28'6" w	11'6" h x 29'6" w	5.5" h x 14.5" w	5.25" h x 14.25" w	Download
10'6" h x 30'10" w	11'6" h x 31'10" w	5.5" h x 15.67" w	5.25" h x 15.42" w	Download
10'6" h x 31'4" w	11'6" h x 32'4" w	5.5" h x 15.92" w	5.25" h x 15.67" w	Download
10'6" h x 31'6" w	11'6" h x 32'6" w	5.5" h x 16" w	5.25" h x 15.75" w	Download
10'6" h x 32' w	11'6" h x 33' w	5.5" h x 16.25" w	5.25" h x 16" w	Download
10'6" h x 40' w	11'6" h x 41' w	5.5" h x 20.25" w	5.25" h x 20" w	Download
10'6" h x 40'9" w	11'6" h x 41'9" w	5.5" h x 20.52" w	5.25" h x 20.27" w	Download
10'6" h x 40'10" w	11'6" h x 41'10" w	5.5" h x 20.71" w	5.25" h x 20.46" w	Download
10'7" h x 24' w	11'7" h x 25' w	5.54" h x 12.25" w	5.29" h x 12" w	Download
10'7" h x 31' w	11'7" h x 32' w	5.54" h x 15.75" w	5.29" h x 15.5" w	Download
10'10" h x 23' w	11'10" h x 24' w	5.67" h x 11.75" w	5.42" h x 11.5" w	Download
12' h x 24' w	13' h x 25' w	6.25" h x 12.25" w	6" h x 12" w	Download
12' h x 25' w	13' h x 26' w	6.25" h x 12.75" w	6" h x 12.5" w	Download
12' h x 40' w	13' h x 41' w	6.25" h x 20.25" w	6" h x 20" w	Download
12' h x 40'10" w	13' h x 41'10" w	6.25" h x 20.71" w	6" h x 20.46" w	Download
12' h x 44' w	13' h x 45' w	6.25" h x 22.25" w	6" h x 22" w	Download
12' h x 48' w	13' h x 49' w	6.25" h x 24.25" w	6" h x 24" w	Download
15'6" h x 36' w	16'6" h x 37' w	8" h x 18.25" w	7.75" h x 18" w	Download
19' h x 48' w	20' h x 49' w	9.75" h x 24.25" w	9.5" h x 24" w	Download
21' h x 12' w	22' h x 13' w	10.75" h x 6.25" w	10.5" h x 6" w	Download
24'6" h x 40' w	25'6" h x 41' w	12.5" h x 20.25" w	12.25" h x 20" w	Download
SPECIAL SIZES (Unique sizes and finishing for specific units)				
LIND: 9'9" h x 39'9" w	9'9" h x 39'9" w (NO Bleed, 2" Pocket incl. in live area)	N/A	4.875" h x 19.875" w	Download
LIND: 10'3" h x 30'7" w	10'3" h x 30'7" w (NO Bleed, 2" Pocket incl. in live area)	N/A	5.125" h x 15.29" w	Download
LIND: 10'3" h x 35'9" w	10'3" h x 35'9" w (NO Bleed, 2" Pocket incl. in live area)	N/A	5.125" h x 17.875" w	Download
CAN: 10'5" h x 22'8" w	13'11" h x 26'2" w (18" Bleed, 3" Pocket)	5.46" h x 11.58" w	5.21" h x 11.33" w	Download
CAN: 10'6" h x 30'10" w	14' h x 34'4" w (18" Bleed, 3" Pocket)	5.5" h x 15.67" w	5.25" h x 15.42" w	Download
CAN: 10'6" h x 36' w	14' h x 39'6" w (18" Bleed, 3" Pocket)	5.5" h x 18.25" w	5.25" h x 18" w	Download

1/4 Scale: 1/2" = 1'

ECO-FLEX POSTER



Posters are printed on a lighter weight vinyl material and posted with Formetco System clips. No typical options for extensions.

» **File Setup:** CMYK at 300 dpi. Leave at least ¼" inside all sides for safety area.

» **Print Material:** 3.2oz Polyethylene or 7oz Seamless Vinyl. No bleed and no pocket.

Unit Size	Finished Printed Hem	File Size: Live	PSD Template
10'4.5" h x 22'7.5" w	10'4.5" h x 22'7.5" w	5.208" h x 11.166" w	Download

DIGITAL BULLETIN/POSTER

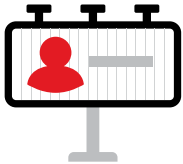
Digital spots that are uploaded to the billboard at any time of day. Creative is dynamic and can utilize day-parting, RSS feeds and much more.

» **File Setup:** RGB at 72 ppi. No bleed area. Leave at least 15 px inside all sides for safety area.

» **File Type:** JPG

Unit Size	File Size: Live	PSD Template
COMMON SIZE		
Digital Bulletin	320 h x 1088 w pixels	Download
SPECIFIC UNITS		
Digital Poster: 12' h x 25' w <i>(#6604 & 5762 ONLY)</i>	200 h x 408 w pixels <i>(#6604 & 5762 ONLY)</i>	Download

TRIVISION POSTER



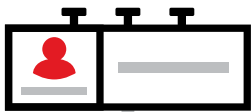
Showcases 3 different ads/clients by use of tall vertical printed prisms that rotate on a set schedule.

» **File Setup:** CMYK at 300 dpi. Leave at least ¼" inside all sides for safety area.

» **Print Material:** 15pt Calendered Vinyl. No bleed and no pocket. 45 Louvers.
Louver Width: 5 7/16".

Unit Size	Finished Printed Hem	File Size: Live	PSD Template
10'5" h x 22'8" w	10'5" h x 22'8" w	5.21" h x 11.33" w	Download

1/4 Scale: 1/2" = 1'



SPECIAL DIGITAL EMBEDDED BULLETIN

Unique bulletins with an embedded digital screen covering a portion of the face. Ranging from smaller size to traditional size billboards. There is the added option of extensions.

Digital Screen Specs

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 Setup:** RGB at 72 ppi. No bleed area. Leave at least 5 px inside all sides for safety area.
- » **File Type:** JPG

Unit	Unit Size	File Size: Live
9193		288 h x 384 w pixels
9223	Digital 8'5" X 15'9"	128 h x 240 w pixels
12413		
12414		

Printed Static Specs

All printed on vinyl which allows for the reuse of the same vinyl and increases life span of creative.

- » **Designer File Setup:** CMYK at 300 dpi. Leave at least ¼" inside all sides for safety area.
- » **Print Material:** 7oz Seamless Vinyl with 3" bleed and 3" pocket. 150 dpi.

Unit	Unit Size	Finished Printed Hem	File Size: Bleed	File Size: Live
9193	10'6" h x 21'7" w	11'6" h x 22'7" w	5.5" h x 11.04" w	5.25" h x 10.79" w
9223	10'6" h x 22'6" w	11'6" h x 23'6" w	5.5" h x 11.5" w	5.25" h x 11.25" w
12413				
12414				



VERTACULAR BACKLIT BULLETIN

Unique vertical units with added option of extensions.

- » **File Setup:** CMYK at 300 dpi. Leave at least ¼" inside all sides for safety area.
- » **Print Material:** Backlit 15 oz Vinyl with 3" bleed and 3" pocket. 100% on front. 150 dpi.

Unit Size	Finished Printed Hem	File Size: Bleed	File Size: Live	PSD Template
31'6" h x 12' w	32'6" h x 13' w	16" h x 6.25" w	15.75" h x 6" w	Download

1/4 Scale: 1/2" = 1'