

PRINT FILE NAMING: Advertiser_ArtName_FileSize(HxW)_Date(MM-DD-YY)
Example: McDonalds_3DollarMealDeal_14x48_01-03-21.pdf

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

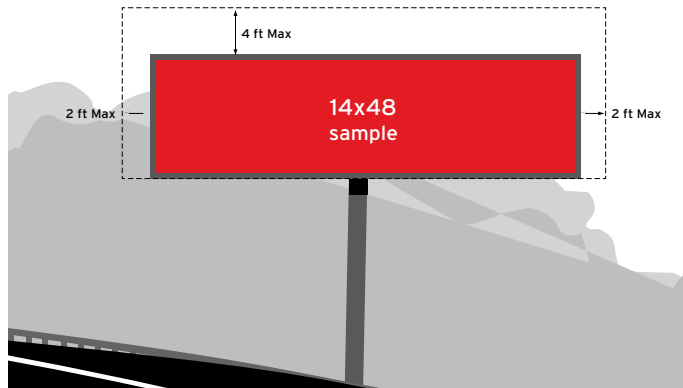
	MECHANICAL SET-UP				FINISHING DETAILS				
	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Bulletin 10'h x 30'w	10'h x 30'w	5.5" h x 15.5" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	11'h x 31'w	3"	3"	150
	Bulletin 10'h x 30'11" w	10'h x 30'11" w	5.5" h x 15.96" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	11'h x 31'11" w	3"	3"	150
	Bulletin 11'4" h x 47'2" w	11'4" h x 47'2" w	6.17" h x 24.08" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	12'4" h x 48'2" w	3"	3"	150
	Bulletin 12'h x 24'w	12'h x 24'w	6.5" h x 12.5" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 25'w	3"	3"	150
	Bulletin 12'h x 25'w	12'h x 25'w	6.5" h x 13" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 26'w	3"	3"	150
	Bulletin 12'h x 35'6" w	12'h x 35'6" w	6.5" h x 18.25" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 36'6" w	3"	3"	150
	Bulletin 12'h x 36'w	12'h x 36'w	6.5" h x 18.5" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 37'w	3"	3"	150
	Bulletin 12'h x 40'w	12'h x 40'w	6.5" h x 20.5" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 41'w	3"	3"	150
	Bulletin 12'h x 42'w	12'h x 42'w	6.5" h x 21.5" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 43'w	3"	3"	150
	Bulletin 12'h x 42'9" w	12'h x 42'9" w	6.5" h x 21.88" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 43'9" w	3"	3"	150
	Bulletin 12'h x 44'w	12'h x 44'w	6.5" h x 22.5" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 45'w	3"	3"	150
	Bulletin 12'h x 48'w	12'h x 48'w	6.5" h x 24.5" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 49'w	3"	3"	150
	Bulletin 14'h x 38'6" w	14'h x 38'6" w	7.5" h x 19.75" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	15'h x 39'6" w	3"	3"	150
	Bulletin 14'h x 48'w	14'h x 48'w	7.5" h x 24.5" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	15'h x 49'w	3"	3"	150
	Bulletin 19'6" h x 48'w	19'6" h x 48'w	10.25" h x 24.5" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	20'6" h x 49'w	3"	3"	150
	Bulletin 24'h x 24'w	24'h x 24'w	12.5" h x 12.5" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	25'h x 25'w	3"	3"	150
	Bulletin 25'6" h x 24'6" w	25'6" h x 24'6" w	13.25" h x 12.75" w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	26'6" h x 25'6" w	3"	3"	150

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

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Eco-Flex Poster 10'5" x 22'8"	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.		3.2oz 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.

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	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 1" inside all sides of the file for safety area.		15pt. Calendered Vinyl	N/A	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 1" inside all sides of the file for safety area.	15pt. Calendered Vinyl	N/A	N/A	N/A	150		



***Adams must speak with printer prior to production.**
Any deviation from specs may result in delayed posting and/or additional cost.

CONTACTS:

Bulletins & Posters

Ship to:
Adams Outdoor Advertising
3801 Capital City Blvd
Lansing, MI 48906

FOLDING SPECIFICS:

- All banners need to be fan folded from bottom to top and need to be max **2' in width.**
- The top of banner should be at the top when finished folding.
- The vertical seam where the two banners meet the grommets do not line up side by side the image will not line up.

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.

DIGITAL FILE NAMING: Advertiser_ArtName_PixelFileSize(WxH)_Date(MM-DD-YY)
 Example: McDonalds_3DollarMealDeal_888x260_01-03-21.jpg

Adams Outdoor reserves the right to reject files that are not created to size and naming specs. Please double check sizing and naming of files prior to sending.
Digital files must be received by noon for same day posting.

MECHANICAL SET-UP	UNIT NUMBER	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRODUCT	FACE DIRECTION	CITY	DPI
	126	14'h x 48'w	1408w x 384h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		SR 78 W/O Coolidge Rd	EAST	East Lansing	72
	R160	14'h x 48'w	1840w x 520h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		SR 43 W/O Coolidge Rd	WEST	East Lansing	72
	612	14'h x 48'w	1840w x 520h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		I-96 E/O Gregory Rd	WEST	Fowlerville	72
	775	10'h x 30'w	1152w x 384h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		SR 43 (M-43) E/O SR 100	WEST	Grand Ledge	72
	136	10'h x 30'w	888w x 260h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		I-69 W/O Marsh Rd	EAST	Haslett	72
	616	14'h x 48'w	1408w x 384h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		I-94 W/O US 127	WEST	Jackson	72
	828 3250	14'h x 48'w	1840w x 520h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		I-96 E/O Hagadorn Rd	EAST WEST	Lansing	72
	R0215	14'h x 48'w	1408w x 384h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		I-496 E/O Pennsylvania Ave	EAST	Lansing	72
	R125	11'6" h x 31'6" w	600w x 220h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		Saginaw St E/O Larch St	WEST	Lansing	72
	3100	14'h x 48'w	1840w x 520h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		Michigan Ave E W/O Cedar St	EAST	Lansing	72
	VS8	23'7" h x 23'7" w	432w x 432h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		Cedar St S/O I-496	NORTH	Lansing	72
3200	38.25'h x 16.25'w	576w x 1296h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	Larch St S/O E. Michigan Ave	SOUTH	Lansing	72		

UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING

CLIENT (to upload): <http://filetrans.adamsoutdoor.com/login.cfm>
 u: adamslansing
 p: lansing2121

- In the top left click on, "Upload New File"
- Fill out required fields.
- Choose file and click "upload"
- Once prompted that the file was uploaded. Click "Save" to complete the file upload.

Please avoid using generic file names.
 We suggest including the client name and date.

LANSING IMPRESSION BASED DIGITAL SIZES

1840w x 520h pixels
 1408w x 384h pixels
 1152w x 384h pixels
 888w x 260h pixels
 600w x 220h pixels
 432w x 432h pixels
 576w x 1296h pixels

MICHIGAN IMPRESSION BASED DIGITAL SIZES

1840w x 520h pixels
 1536w x 384h pixels
 1408w x 384h pixels
 1152w x 720h pixels
 1152w x 384h pixels
 576w x 1296h pixels
 896w x 368h pixels
 506w x 638h pixels
 888w x 260h pixels
 432w x 432h pixels
 600w x 220h pixels