

**PRINT FILE NAMING:** Advertiser\_ArtName\_FileSize(HxW)\_Date(MM-DD-YY)  
**Example:** McDonalds\_3DollarMealDeal\_14x48\_01-03-21.pdf

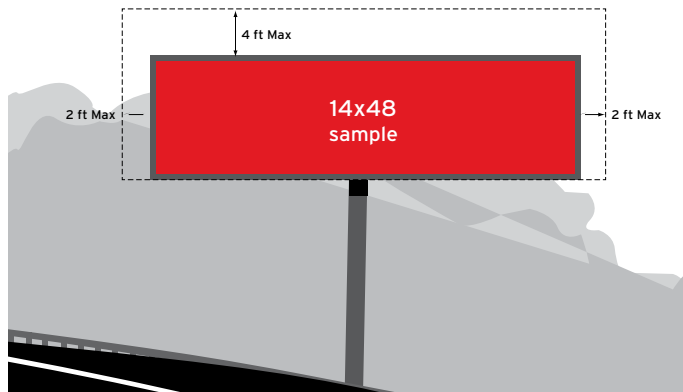
We support the following Macintosh software: Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, and Adobe Acrobat. Please DO NOT submit designs constructed in Pagemaker, Quark, Freehand, Word, or Powerpoint. Please include all associated images and fonts with your files, or make sure to rasterize 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 32'w	10'h x 32'w	5.5"h x 16.5"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 33'w	3"	3"	150
	Bulletin 10'h x 36'w	10'h x 36'w	5.5"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	11'h x 37'w	3"	3"	150
	Bulletin 10'h x 40'w	10'h x 40'w	5.5"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	11'h x 41'w	3"	3"	150
	Bulletin 10'6"h x 36'w	10'6"h x 36'w	5.75"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	11'6"h x 37'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 38'w	12'h x 38'w	6.5"h x 19.5"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 39'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 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 12'h x 50'w	12'h x 50'w	6.5"h x 25.5"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 51'w	3"	3"	150
	Bulletin 14'h x 36'w	14'h x 36'w	7.5"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	15'h x 37'w	3"	3"	150
	Bulletin 14'h x 44'w	14'h x 44'w	7.5"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	15'h x 45'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 15'h x 50'w	15'h x 50'w	8"h x 25.5"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	16'h x 51'w	3"	3"	150
	Bulletin 4'h x 8'w	4'h x 8'w	2.5"h x 4.5"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	5'h x 9'w	3"	3"	150
	Bulletin 5'h x 12'w	5'h x 12'w	3"h x 6.5"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	6'h x 13'w	3"	3"	150
	Bulletin 6'h x 12'w	6'h x 12'w	3.5"h x 6.5"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	7'h x 13'w	3"	3"	150
	Bulletin 27'4"h x 24'6" w	27'4"h x 24'6" w	14.17"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	28'4"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



**\*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  
407 E. Ransom Street  
Kalamazoo, MI 49007

### 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.

### UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING

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

u: adamskalamazoo

p: kalamazoo9831

- 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.

### WEST MICH IMPRESSION BASED DIGITAL SIZES

1840w x 520h pixels  
1536w x 384h pixels  
1408w x 384h pixels  
1152w x 384h pixels  
888w x 260h pixels  
1152w x 720h pixels

### MICHIGAN IMPRESSION BASED DIGITAL SIZES

1840w x 520h pixels  
1536w x 384h pixels  
1408w x 384h pixels  
1152w x 384h pixels  
896w x 368h pixels  
888w x 260h pixels  
600w x 220h pixels

1152w x 720h pixels  
576w x 1296h pixels  
506w x 638h pixels  
432w x 432h pixels

**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
	BCDBeckleyE BCDBeckleyW	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.		Beckley Rd E/O Capital Ave	EAST WEST	Battle Creek	72
	BCD94W	12'h x 42'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.		I-94 W/O 35th St	WEST	Galesburg	72
	KD491	12'h x 42'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 35th St	EAST	Galesburg	72
	GRD1 GRD2	14'h x 48'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.		M6 W/O Patterson	EAST WEST	Grand Rapids	72
	HD31N	10'6" h x 36'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.		US-131 N/O Greenly St	NORTH	Holland	72
	KD111	14'h x 48'w	1536w 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.		Portage Rd S/O Michigan Ave	WEST	Kalamazoo	72
	KD13143N KD13143S	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.		US-131 S/O SR-43	NORTH SOUTH	Kalamazoo	72
	KD131N KD131S	14'h x 48'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.		US-131 S/O Stadium Dr	NORTH SOUTH	Kalamazoo	72
	KD2700	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.		Stadium Dr E/O Rambling Rd	WEST	Kalamazoo	72
	KD37194 KD37193	10'6" h x 36'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.		Sprinkle Rd N/O Michigan Ave	NORTH SOUTH	Kalamazoo	72
	KD37205	10'h x 30'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.		Westnedge Ave S/O Andy Ave	NORTH	Kalamazoo	72
	KD37206	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.		Westnedge Ave S/O Andy Ave	SOUTH	Kalamazoo	72
	KD4197W	12'h x 42'w	1536w 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.		Gull Rd W/O Shaefer Rd	WEST	Kalamazoo	72
	KD4408	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.		W. Main St W/O Picadilly Rd	WEST	Kalamazoo	72
	KD6247E	12'h x 42'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.		Gull Rd W/O G Ave	EAST	Kalamazoo	72
	KD94WingsE KD94WingsW	20'4" h X 33'w	1152w x 720h 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 Sprinkle Rd	EAST WEST	Kalamazoo	72
KDShaverN KDShavers	9.5' h X 31.5'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.	Shaver Rd S/O Melody Ave	NORTH SOUTH	Portage	72		