



FLORENCE/SUMTER SPECS AND FINISHING

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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	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Bulletin 5'5" x 11'5" <i>Jr. Poster</i>	5'5"h x 11'5"w	3.208"h x 6.208"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	6'5"h x 12'5"w	3"	3"	150
Bulletin 6' x 12' <i>Jr. Poster</i>	6'h x 12'w	3.5"h x 6.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	7'h x 13'w	3"	3"	150		
Bulletin 6'2" x 12' <i>Jr. Poster</i>	6'2"h x 12'w	3.583"h x 6.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	7'2"h x 13'w	3"	3"	150		
Bulletin 6'2.5" x 12' <i>Jr. Poster</i>	6'2.5" x 12'w	3.604"h x 6.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	7'2.5"h x 13'w	3"	3"	150		
Bulletin 8' x 20'	8'h x 20'w	4.5"h x 10.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	9'h x 21'w	3"	3"	150		
Bulletin 8' x 24'	8'h x 24'w	4.5"h x 12.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	9'h x 25'w	3"	3"	150		
Bulletin 8' x 32'	8'h x 32'w	4.5"h x 16.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	9'h x 33'w	3"	3"	150		
Bulletin 9'2" x 24'6"	9'2"h x 24'6"w	5.083"h x 12.75"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	10'2"h x 25'6"w	3"	3"	150		
Bulletin 10' x 24'	10'h x 24'w	5.5"h x 12.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	11'h x 25'w	3"	3"	150		
Bulletin 10' x 24'4"	10'h x 24'4"w	5.5"h x 12.666"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	11'h x 25'4"w	3"	3"	150		
Bulletin 10' x 28'	10'h x 28'w	5.5"h x 14.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	11'h x 29'w	3"	3"	150		
Bulletin 10' x 30'	10'h x 30'w	5.5"h x 15.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	11'h x 31'w	3"	3"	150		
Bulletin 10' x 32'	10'h x 32'w	5.5"h x 16.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	11'h x 33'w	3"	3"	150		
Bulletin 10' x 36'	10'h x 36'w	5.5"h x 18.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	11'h x 37'w	3"	3"	150		
Bulletin 10' x 40'	10'h x 40'w	5.5"h x 20.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	11'h x 41'w	3"	3"	150		
Bulletin 10' x 50'	10'h x 50'w	5.5"h x 25.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	11'h x 51'w	3"	3"	150		
Bulletin 10'6" x 24'	10'6"h x 24'w	5.75"h x 12.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	11'6"h x 25'w	3"	3"	150		
Bulletin 10'6" x 29'	10'6"h x 29'w	5.75"h x 15"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	11'6"h x 30'w	3"	3"	150		

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MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Bulletin 10'6" x 32'	10'6" h x 32' w	5.75" h x 16.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'6" h x 33' w	3"	3"	150
	Bulletin 10'6" x 36'	10'6" h x 36' w	5.75" h x 18.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'6" h x 37' w	3"	3"	150
	Bulletin 10'6" x 40'6"	10'6" h x 40'6" w	5.75" h x 20.75" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'6" h x 41'6" w	3"	3"	150
	Bulletin 10'6" x 42'	10'6" h x 42' w	5.75" h x 21.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'6" h x 43' w	3"	3"	150
	Bulletin 10'7" x 36'	10'7" h x 36' w	5.791" h x 18.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'7" h x 37' w	3"	3"	150
	Bulletin 10'7" x 38'6"	10'7" h x 38'6" w	5.791" h x 19.75" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'7" h x 39'6" w	3"	3"	150
	Bulletin 10'7" x 40'	10'7" h x 40' w	5.791" h x 20.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'7" h x 41' w	3"	3"	150
	Bulletin 10'7" x 40'6"	10'7" h x 40'6" w	5.791" h x 20.75" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'7" h x 41'6" w	3"	3"	150
	Bulletin 12' x 25'	12' h x 25' w	6.5" h x 13" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13' h x 26' w	3"	3"	150
	Bulletin 12' x 36'	12' h x 36' w	6.5" h x 18.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13' h x 37' w	3"	3"	150
	Bulletin 12' x 40'	12' h x 40' w	6.5" h x 20.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13' h x 41' w	3"	3"	150
	Bulletin 12' x 48'	12' h x 48' w	6.5" h x 24.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13' h x 49' w	3"	3"	150
	Bulletin 12' x 50'	12' h x 50' w	6.5" h x 25.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13' h x 51' w	3"	3"	150
	Bulletin 14' x 48'	14' h x 48' w	7.5" h x 24.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	15' h x 49' w	3"	3"	150
Bulletin 16' x 50'	16' h x 50' w	8.5" h x 25.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	17' h x 51' w	3"	3"	150		
Bulletin 20' x 19'3"	20' h x 19'3" w	10.5" h x 10.125" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	21' h x 20'3" w	3"	3"	150		
Bulletin 20' x 32'	20' h x 32' w	10.5" h x 16.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	21' h x 33' w	3"	3"	150		
Bulletin 22'3" x 40'1"	22'3" h x 40'1" w	11.625" h x 20.541" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	23'3" h x 41'1" w	3"	3"	150		
Bulletin 23'3" x 26'6"	23'3" h x 26'6" w	12.125" h x 13.75" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	24'3" h x 27'6" w	3"	3"	150		
Bulletin 24' x 30'	24' h x 30' w	12.5" h x 15.5" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	25' h x 31' w	3"	3"	150		

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	Bulletin 24'7" x 31'3"	24'7"h x 31'3"w	12.791"h x 16.125"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	25'7"h x 32'3"w	3"	3"	150
	Bulletin 24'9" x 31'3"	24'9"h x 31'3"w	12.875"h x 16.125"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	25'9"h x 32'3"w	3"	3"	150
	Bulletin 24'9" x 36'	24'9"h x 36'w	12.875"h x 18.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	25'9"h x 37'w	3"	3"	150
	Bulletin 24'10" x 31'3"	24'10"h x 31'3"w	12.916"h x 16.125"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	25'10"h x 32'3"w	3"	3"	150
	Bulletin 26'6" x 40'5"	26'6"h x 40'5"w	13.75"h x 20.708"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	27'6"h x 41'5"w	3"	3"	150

THE SPECTACULARS: Spectaculars are uniquely shaped bulletins wrapped in vinyl. The shape can help your message stand out from the crowd and command maximum attention.

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Vertacular 36'3" x 12'	36'3"h x 12'w	18.625"h x 6.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	37'3"h 13'w	3"	3"	150
	Wrap 19'3" x 20' F8335 & G8335	19'3"h x 20'w	10.125"h x 10.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	20'3" h x 21'w	3"	3"	150
	Wrap 25'3" x 36' 28125 & 8125	25'3"h x 36'w	13.25"h x 18.5"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	26'3" h x 37'w	3"	3"	150
	Wrap 26'9" x 24'6" 25084 & 5084	26'9"h x 24'6"w	13.875"h x 12.75"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	27'9" h x 25'6" w	3"	3"	150

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

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISH	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 (no crops), but leave at least 0.375" 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 TRIVISION: Showcases 3 different ads/clients by use of tall vertical prisms that rotate on a set schedule. (Please confirm with AOA Rotapanel or Formetco 12x24 unit)

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	Louvers	WIDTH	DPI
	TriVision 12' x 24' 28226, 28097, P990, 28322	12'h x 24'w	5.958"h x 12"w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.375" inside all sides of the file for safety area.		15pt. Calendered Vinyl	11'11" h x 24'w	48	5.375"	150
	TriVision 10'6" x 36' 8348	10'6" h x 36'w	5.208" h x 18" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.375" inside all sides of the file for safety area.		15pt. Calendered Vinyl	10'5" h x 36" w	72	5.375"	150
	TriVision 10' x 30' 8353	10' h x 30' w	4.51" h x 14.515" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.375" inside all sides of the file for safety area.		15pt. Calendered Vinyl	9'1/4" h x 29'3/8" w	84	3.74	150

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
	Backlit Bulletin 10'11" x 23'2"	10'11" h x 23'2" w	6.208" h x 12.333" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.75" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	11'11" h x 24'2" w	3"	4"	150
	Backlit Bulletin 9'6" x 35'	9'6" h x 35' w	5.5" h x 18.25" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.75" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	10'6" h x 36' w	3"	4"	150
	Backlit Bulletin 10'6" x 36'	10'6" h x 36' w	6" h x 18.75" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.75" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	11'6" h x 37' w	3"	3"	150
	Tuomey Backlit 10'4" x 22'7" 8113	10'5" h x 22'6" w	5.958" h x 12" w	300 dpi/CMYK. Bleed art to edge (no crops), but leave at least 0.75" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	11'5" h x 23'6" w	3"	3"	150

THE DIGITAL: Digital Spots can be uploaded to the billboard at any time of the day. Creative content is dynamic and can utilize day-parting, RSS feeds, social media, and much more.

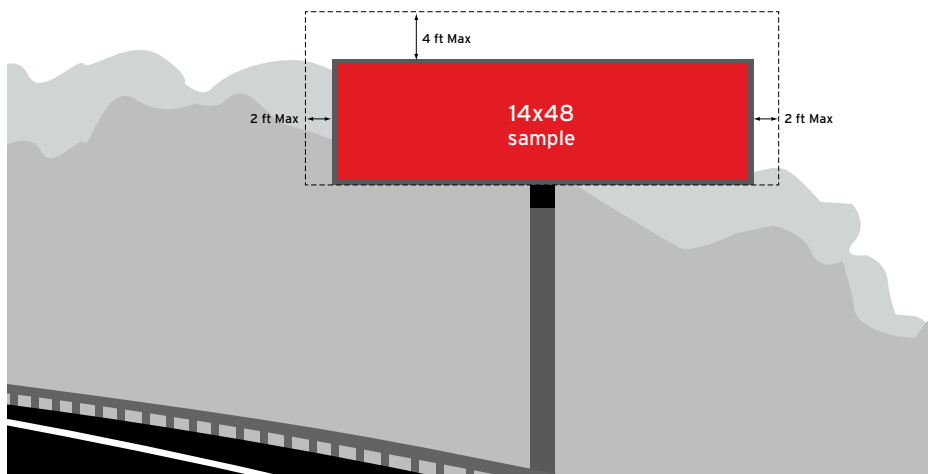
MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES
	Digital Poster 10'6" x 22' 2nd Loop & Evans: G4096	10'6" h x 22' w	420px w x 200px h	72 dpi/RGB JPEG. Bleed art to edge (no crops), but leave at least 15px inside all sides of the file for safety area.
	Digital Poster 11'6" x 23' North Irby St: F8396 & G8396	11'6" h x 23' w	440px w x 220px h	72 dpi/RGB JPEG. Bleed art to edge (no crops), but leave at least 15px inside all sides of the file for safety area.
	Digital Poster 11'6" x 24' Hoffmeyer: F7084 & Lake City: F8393	11'6" h x 24' w	460px w x 220px h	72 dpi/RGB JPEG. Bleed art to edge (no crops), but leave at least 15px inside all sides of the file for safety area.
	Digital Bulletin 10' x 30' Irby St: F7027	10' h x 30' w	600px w x 180px h	72 dpi/RGB JPEG. Bleed art to edge (no crops), but leave at least 15px inside all sides of the file for safety area.
	Digital Bulletin 10' x 30' 2nd Loop: G5432 & F5432	10' h x 30' w	896px w x 288px h	72 dpi/RGB JPEG. Bleed art to edge (no crops), but leave at least 15px inside all sides of the file for safety area.
	Digital Bulletin 10'6" x 36' W. Palmetto St: G8394 & Hartsville: F8397	10'6" h x 36' w	680px w x 200px h	72 dpi/RGB JPEG. Bleed art to edge (no crops), but leave at least 15px inside all sides of the file for safety area.
	Digital Bulletin 10'6" x 36' D. Mcleod: F8133 & G8133 Five Pts: G8188	10'6" h x 36' w	1088px w x 320px h	72 dpi/RGB JPEG. Bleed art to edge (no crops), but leave at least 15px inside all sides of the file for safety area.
	Sumter Digital Bulletin 10' x 30' Broad: G8400 G8374	10' h x 30' w	540px w x 180px h	72 dpi/RGB JPEG. Bleed art to edge (no crops), but leave at least 15px inside all sides of the file for safety area.
	Sumter Digital Bulletin 10' x 30' Shaw: 22170 Liberty: 83061	10' h x 30' w	896px w x 288px h	72 dpi/RGB JPEG. Bleed art to edge (no crops), but leave at least 15px inside all sides of the file for safety area.
Sumter Digital Bulletin 10'6" x 36' Broad St: F8348	10'6" h x 36' w	680px w x 200px h	72 dpi/RGB JPEG. Bleed art to edge (no crops), but leave at least 15px inside all sides of the file for safety area.	

EXTENSION GUIDELINES: Extensions are areas that extend beyond the frame of the billboard, either to the let, 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: adams

p: Outd00r (0's are zeros)

Click Upload new file.