

**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 & CUSTOM BULLETIN:** All printed on vinyl which allows for the reuse of the same vinyl and increases life span of creative.

MECHANICAL SETUP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Bulletin	14'h x 48'w	7.333"h x 24.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.		7oz Seamless Vinyl	15'4"h x 49'4"w	4"	4"	150
Custom Bulletin	10'h x 30'w	5.333"h x 15.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.	7oz Seamless Vinyl	11'4"h x 31'4"w	4"	4"	150		

**THE 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	10'4.5"h x 22'7.5"w	5.125"h x 11.125"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 or 7 oz	10'4.5"h x 22'7.5"w	FULL	N/A	150
Jr. Poster 6'x12'	6'h x 12'w	3.5"h x 6.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.	7oz Seamless Vinyl	7'h x 13'w	3"	3"	150		

**THE BACKLIT:** Printed on semi-transparent backlit vinyl. Backlits allow for light to shine through the artwork creating an eye-catching visual for evening viewers. Request template for this product.

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Backlit	10'h x 30'w	8.333"h x 18.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 1.275" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on Front	14'h x 34'w	20"	4"	150

**THE TRIVISION:** Showcases 3 different ads/clients by use of tall vertical prisms that rotate on a set schedule.

MECHANICAL SETUP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	PANELS	BLEED	POCKET	DPI
	Roto Panel (11032A) 12' x 25'	12'h x 24'2.25"w	6"h x 12.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		15 Pt Calendered Vinyl 70 Panels	93 mm w x 12' h	FULL	N/A	150
Formetco (I-74) 14' x 48'	14'h x 48'w	7"h x 24"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.	96 Panels	13'11"h x 5 7/16"w	FULL	N/A	150		

**UNIQUE STRUCTURES:** Single units throughout the market that are uniquely sized.

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	16' x 50' I-74 / Morton	16'h x 50'w	8.5"h x 25.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.		7oz Seamless Vinyl	17'h x 51'w	3"	3"	150
	12' x 24' / Morton	12'h x 24'w	6.333"h x 12.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.		7oz Seamless Vinyl	13'4"h x 25'4"w	4"	4"	150
	Jr. Wrapped Posters	12'7"h x 12'w	6.625"h x 6.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.		7oz Seamless Vinyl	13'11"h x 13'4"w	4"	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.

**DIGITAL FILE NAMING: Advertiser\_ArtName\_PixelFileSize(WxH)\_Date(MM-DD-YY)**  
**Example: McDonalds\_3DollarMealDeal\_456x504\_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	PRODUCT	FILE SET-UP SIZE	FILE SET-UP NOTES
	University & Glen #11031A Knoxville & Mt Hawley #11034A, #11035A Glen & Sheridan #11050 War & Indiana #11051A Veterans & Morrissey #40000A, #40001A Veterans & Ft Jesse #41003A, #41004A	864w x 432h pixels	72 dpi/RGB. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.
8th & Kennedy #33978A I-74 & Glendale #14908A War & University #14939A I-74 & Knoxville #14975A I-74 & Camp #14979A Wash & Riverfront #34918A Camp & Clock Tower #33061A, #33062A	1408w x 384h pixels	72 dpi/RGB. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	

MECHANICAL SET-UP	PRODUCT	FILE SET-UP SIZE	FILE SET-UP NOTES
	2405 E Empire St #42000A, #42001A Pioneer Pwky & Hale #13012A War & Wisconsin #13052A Washington & Dolans #33020A	560w x 180h pixels	72 dpi/RGB. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.

**UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING**

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

u: adams  
 p: Outd00r (0's are zeros)

- 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.