

PRINT FILE NAMING: Advertiser_ArtName_FileSize(HxW)_Date(MM-DD-YY)
Example: McDonalds_3DollarMealDeal_14x48_01-03-22.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 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 0.75" inside all sides of the file for safety area.	7oz Seamless Vinyl	15'h x 49'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 0.75" inside all sides of the file for safety area.	7oz Seamless Vinyl	11'6"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 0.75" inside all sides of the file for safety area.	7oz Seamless Vinyl	11'h x 41'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 0.75" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 51'w	3"	3"	150
	Bulletin 9'h x 24'w	9'h x 24'w	5"h x 12.5"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	10'h x 25'w	3"	3"	150
	Bulletin 9'2"h x 24'6"w	9'2"h x 24'6"w	5.08"h x 12.75"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	10'2"h x 25'6"w	3"	3"	150
	Bulletin 10'6"h x 30'w	10'6"h x 30'w	5.75"h x 15.5"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	11'6"h x 31'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 0.75" 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 0.75" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 26'w	3"	3"	150
	Bulletin 23'3"h x 23'w	23'3"h x 23'w	12.13"h x 12"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	24'3"h x 24'w	3"	3"	150
	Bulletin 24'h x 33'7"w	24'h x 33'7"w	12.5"h x 17.29"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	25'h x 34'7"w	3"	3"	150
	Bulletin 11'3"h x 37'2.5"w	11'3"h x 37'2.5"w	6.13"h x 19.1"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	12'3"h x 38'2.5"w	3"	3"	150
	Bulletin 10'h x 41'w	10'h x 41'w	5.5"h x 21"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'h x 42'w	3"	3"	150
	Bulletin 16'h x 40'w	16'h x 40'w	8.5"h x 20.5"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 41'w	3"	3"	150
	Bulletin 25'h x 30'9"w	25'h x 30'9"w	13"h x 15.88"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	26'h x 31'9"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 0.75" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 41'w	3"	3"	150
	Bulletin 25'h x 30'6"w	25'h x 30'6"w	13"h x 15.75"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	26'h x 31'6"w	3"	3"	150
	Bulletin 20'h x 60'w	20'h x 60'w	10.5"h x 30.5"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	21'h x 61'w	3"	3"	150

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 10'h x 33'7"w	10'h x 33'7"w	5.5"h x 17.29"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'h x 34'7"w	3"	3"	150
	Bulletin 10'h x 60'w	10'h x 60'w	5.5"h x 30.5"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	11'h x 61'w	3"	3"	150
	Bulletin 23'h x 60'w	23'h x 60'w	12"h x 30.5"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	24'h x 61'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 0.75" inside all sides of the file for safety area.		7oz Seamless Vinyl	13'h x 49'w	3"	3"	150
	Bulletin 26'h x 50'w	26'h x 50'w	13.5"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	27'h x 51'w	3"	3"	150
	Bulletin 12'h x 24'6"w	12'h x 24'6"w	6.5"h x 12.75"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'h x 25'6"w	3"	3"	150
	Bulletin 10'h x 14'w	10'h x 14'w	5.5"h x 7.5"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	11'h x 15'w	3"	3"	150
Bulletin 10'h x 24'w	10'h x 24'w	5.5"h x 12.5"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	11'h x 25'w	3"	3"	150		

THE POSTER: Poster sized and printed on thin vinyl that is posted with clips instead of paste. Jr. Posters are vinyl wrapped around a smaller face.

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	5.208"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 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.		7 oz Seamless Vinyl	7'h x 13'w	3"	3"	150
	Wrapped Poster 12'x25'	12'h x 25'w	6.5"h x 13"w	300 dpi/CMYK. Bleed art to edge, 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
Wrapped Poster 12'x24'	12'h x 24'w	6.5"h x 12.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.	7 oz Seamless Vinyl	13'h x 25'w	3"	3"	150		

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

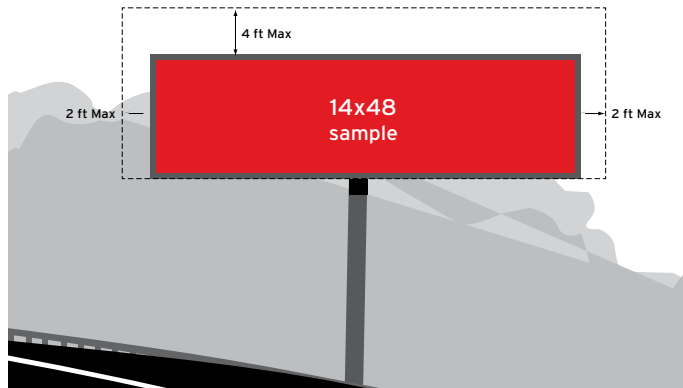
SET-UP	PRODUCT	UNIT #	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	# OF BLADES	BLADE WIDTH	BLADE HEIGHT	DPI
	Trivision 14'x48'	9057 (ABC)	14'h x 48'w	7"h x 24"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		15pt. Calendered Vinyl	96	5 5/16"	13' 11"	150
Trivision 12'x50'	GA162 (ABC)	12'h x 50'w	6"h x 25"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.	15pt. Calendered Vinyl	100	5 5/16"	12'	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_01-03-22.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	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES
	W8773 & W8791	22'h x 22'w	456w x 504h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sizes of the file for safety area.
	R3413 & R3415	25'2''h x 22'w	420w x 480h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sizes of the file for safety area.
	GA160	12'h x 50'w	784w x 176h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sizes of the file for safety area.
	GA161	12'h x 50'w	940w x 220h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sizes of the file for safety area.



*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:
 174 Boardwalk Drive
 Suite K
 Ridgeland, SC 29936

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: 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.