

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	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	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 14'h x 32'w	14'h x 32'w	7.5"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	15'h x 33'w	3"	3"	150
	Bulletin 12'h x 49'w	12'h x 49'w	6.5"h x 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 50'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 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 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 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 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 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 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 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	11'h x 25'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

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.

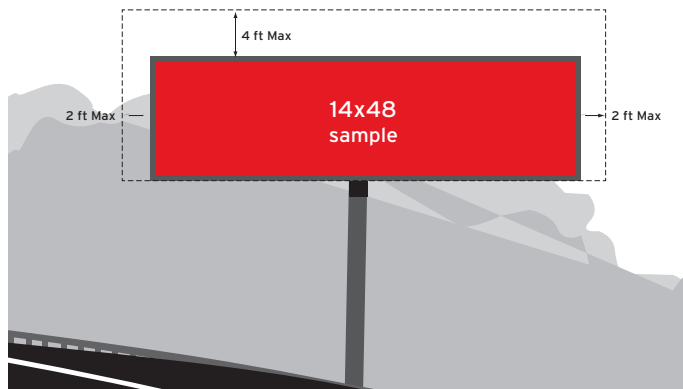
MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Backlit Bulletin 14' x 48'	14'h x 48'w	7.5"h x 24.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.		Backlit 15oz Vinyl 100% on front	15'h x 49'w	3"	3"	150
	Backlit Bulletin 12' x 24'	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.		Backlit 15oz Vinyl 100% on front	13'h x 25'w	3"	3"	150
	Backlit Bulletin 10'5" x 22'8"	10'5"h x 22'8"w	5.71"h x 11.83"w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.		Backlit 15oz Vinyl 100% on front	11'5"h x 23'8" 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	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	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. Rigid PVC (96 strips)	13'11"h x 48'w, Each 5.4375" wide	N/A	N/A	150

THE SQUARE: Printed on vinyl, which allows for the reuse of the same vinyl and increases life span of creative.

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Square Bulletin 27' x 25'	27'h x 25'w	14"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	28'h x 26'w	3"	3"	150
	Square Bulletin 24' x 24'	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



*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
880 James L Hart Parkway
Ypsilanti, MI 48197

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_01-03-22.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	UNIT NUMBER	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRODUCT	FACE DIRECTION	CITY	DPI
	4113 4114	35'h x 28'w	506w x 638h 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/Outer Drive	EAST WEST	Allen Park	72
	39142	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-23 150 ft E/O Pontiac Trail	EAST	Ann Arbor	72
	9824 9825	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-75/Joslyn	NORTH SOUTH	Auburn Hills	72
	9826 9827	20'h x 47'w	896w x 368h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		I-75/Auburn	NORTH SOUTH	Auburn Hills	72
	805	20'h x 60'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.		M-5 N/O Maple Rd	SOUTH	Commerce	72
	22105	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.		Telegraph N/O Annapolis	SOUTH	Dearborn Heights	72
	9821	12'4'h x 45'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-75/Madison (Music Hall)	EAST	Detroit	72
	9822 9823	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-75/M-39	NORTH SOUTH	Lincoln Park	72
	803	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-96/Novi	WEST	Novi	72
	760 761	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-96/Beck	EAST WEST	Novi	72
	41116	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-275 S/O Huron River Dr	EAST	Romulus	72
	9812 9815	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-23/Barker	NORTH SOUTH	Whitmore Lake	72
39152 39153	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/Huron	EAST WEST	Ypsilanti	72		

UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING

CLIENT (to upload): <http://filetrans.adamsoutdoor.com/login.cfm>
 u: adamsannarbor
 p: annarbor8999

- 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.

ANN ARBOR IMPRESSION BASED DIGITAL SIZES

1840w x 520h pixels
 1408w x 384h pixels
 1152w x 384h pixels
 896w x 368h pixels
 888w x 260h pixels
 506w x 638h 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