

PRINT FILE NAMING: Advertiser_ArtName_FileSize(HxW)_Date(MM-DD-YY)
Example: McDonalds_3DollarMealDeal_14x48_01-03-24.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 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 two weeks PRIOR to post date.**

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' x 48'	14'h x 48'w	7.333"h x 24.333"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	15'4"h x 49'4"w	4"	4"	150
	Bulletin 10' x 30'	10'h x 30'w	5.333"h x 15.333"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	10'10"h x 31'w	FULL	3"	150
	Bulletin 10'6"x 36'	10'6"h x 36'w	5.583"h x 18.333"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	11'4"h x 36'10"w	4"	4"	150

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

THE PREMIER: Poster sized and printed on vinyl that is posted by stretching on a frame.

MECH. 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	5.22"h x 11.33"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		3.2 oz Poly or Seamless 7oz (Formetco System)	10'4.5"h x 22'7.5"w	full	N/A	150
	Premier Panel	12'3"h x 24'6"w	6.63"h x 12.75"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.375" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13'1"h x 25'6"w	6"	4"	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.

MECH. SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Backlit Poster	12'h x 24'w	6.75"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.		Backlit 14 oz Vinyl Double Striked 100% on front 50% on back	13'6"h x 25'6"w	full	4"	150

LIT DAY & NIGHT: Only Front ink. Double-strike 50%. LIT NIGHT ONLY: Front 100% and Back 50% (most common).

ODD-SIZED BILLBOARDS: These are non-standard sizes and specific billboards within our inventory. Billboard numbers are listed below. **DO NOT** use these specs unless you know the billboard is specifically one of these odd-sizes.

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Evansville 6'h x 10'w (JB400-1A & 1B)	6'h x 10'w	3.333"h x 5.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.33" inside all sides of the file for safety area.		7 oz Seamless Vinyl	6'h x 10'w	3"	3"	150
	Wauakee Hwy Q 8'h x 12'w (JB180-1A & 1B)	8'h x 12'w	4.25"h x 6.25"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.33" inside all sides of the file for safety area.		7 oz Seamless Vinyl	8'h x 12'w	3"	3"	150
	McFarland Hwy 51 8'h x 16'w (JB347-1B)	8'h x 16'w	4.583"h x 8.583"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.375" inside all sides of the file for safety area.		7 oz Seamless Vinyl	8'6"h x 16'6"w	3"	3"	150
	Cottage Grv Hwy 94 8'h x 16'w (JB348-1B)	8'h x 16'w	4.583"h x 8.583"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.375" inside all sides of the file for safety area.		7 oz Seamless Vinyl	8'6"h x 16'6"w	3"	3"	150
	Interstate S I90/39 8'h x 20'w (JB343-1B)	8'h x 20'w	4.667"h x 10.833"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	8'6"h x 20'6"w	3"	3"	150
	Interstate N I90/39 8'h x 20'w (JB344-1B)	8'h x 20'w	4"h x 10"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	8'h x 20'w	3"	3"	150
	Sun Prairie 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 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	10'6"h x 30'6"w	3"	3"	150
	Sun Prairie 10'6"h x 48'w	10'6"h x 48'w	5.75"h x 24.5"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	11'6"h x 49'w	3"	3"	150
	Janesville 10'h x 60'8" w (JB404-1B & 2B)	10'h x 60'8" w	5.42"h x 30.833"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.375" inside all sides of the file for safety area.		7 oz Seamless Vinyl	10'10"h x 61'8"w	3"	3"	150
	Side-by-Side 12'3" h x 49' w (B123-1B, B232-1A, P139-1B & 2B) NOT 149	12'3" h x 49' w	6.46"h x 24.833"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 50'w	FULL	4"	150
	Park St. 12'h x 50' w (B149-1B)	12' h x 50' w	6.625"h x 25.125"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	12'10"h x 51'6"w	3"	3"	150
	Beloit 16'h x 20'w (JB401-1A & 1B)	16'h x 20'w	8.333"h x 10.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.		7 oz Seamless Vinyl	17'4"h x 21'4"w	FULL	4"	150
Columbus 21'h x 30'w (JB334-1A & 2A; 1B & 2B)	21'h x 30'w	11"h x 15.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.55" inside all sides of the file for safety area.	7 oz Seamless Vinyl	22'h x 31'w	3"	3"	150		
Columbus 25'6" h x 24'6" w (PS335-1B) Premier Square	25'6" h x 24'6" w	13.167" h x 12.583" w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.55" inside all sides of the file for safety area.	7 oz Seamless Vinyl	26'6" h x 25'6" w	3"	3"	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_888x260_01-03-24.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 with correct sizes & names by noon for same day posting.

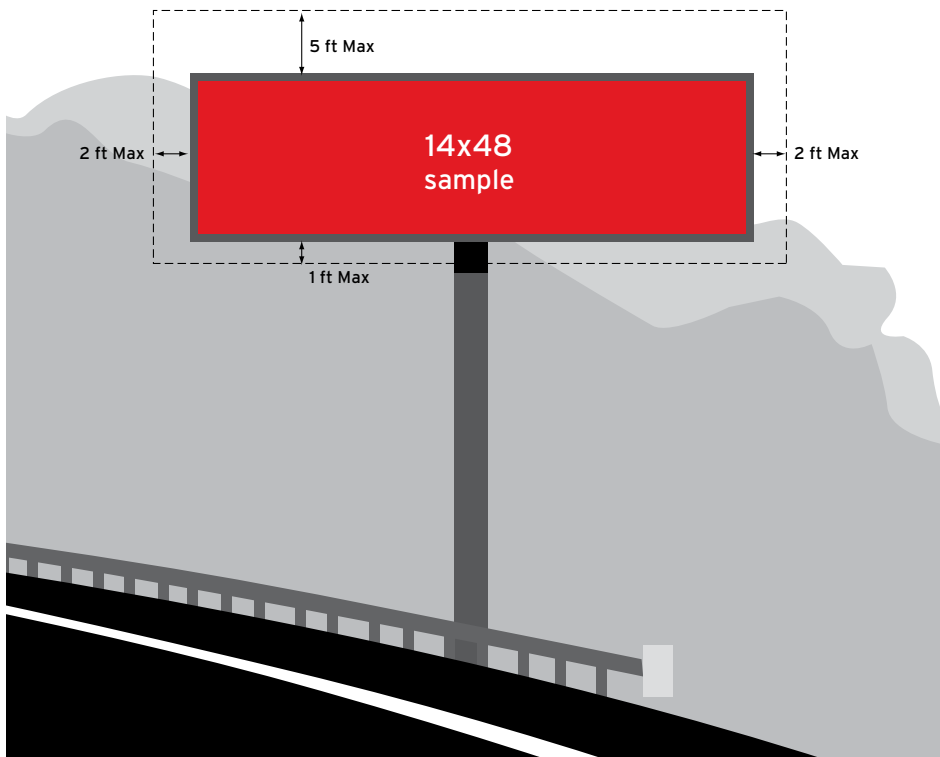
MECH. SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES
	Digital Bulletin	14'h x 48'w	1440w x 416h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.
	Digital Poster	12'h x 25'w	864w x 432h pixels	72 dpi/RGB/JPEG. Bleed art to edge, 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 left, right, or above the standard area. Regulations vary for each bulletin. Please contact your Account Executive about additional extension guidelines.

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.

City of Madison Ordinance:
 Only allows 78 SqFt Extensions.

ALL EXTENSIONS AND EXCEPTIONS MUST BE APPROVED BY ADAMS OUTDOOR.



UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING

Zipped digital artwork JPEGs can be emailed to your Account Executive.

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

u: adamsmadison
 p: madison7900

- In the top left click on, "Upload New File"
- Choose "Madison or Racine-Kenosha" for Market.
- 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.

If you have problems uploading, an alternative is www.WeTransfer.com. FREE, No account necessary, no software required, up to 2GB files.