

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 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.

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	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.

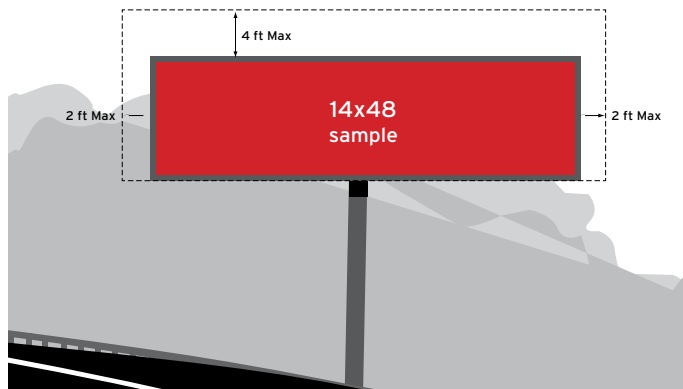
SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Backlit Bulletin 14' x 48'	14'h x 48'w	7.5"h x 24.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.		Backlit 15oz Vinyl 100% on front	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_1400x400_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 by noon for same day posting.

	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES
SET-UP	805	20'h x 60'w	1800w x 600h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.
	760, 761, 803, 9812, 9815, 9821, 9822, 9823, 9824, 9825, 39142, 39152, 39153, 41116	12'4" h x 45'w 14' h x 48'w	1400w x 400h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.
	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.
	22105	10'h x 30'w	464w x 144h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.
	41113, 41114	35'h x 28'w	450w x 550h pixels	72 dpi/RGB/JPEG. 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: 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**

1800w x 600h pixels
 1400w x 400h pixels
 896w x 368h pixels
 464w x 144h pixels
 450w x 550h pixels

**MICHIGAN IMPRESSION
BASED DIGITAL SIZES**

1800w x 600h pixels
 1600w x 400h pixels
 1400w x 400h pixels
 896w x 368h pixels
 840w x 840h pixels
 820w x 220h pixels
 600w x 220h pixels
 576w x 1296h pixels
 576w x 360h pixels
 464w x 144h pixels
 450w x 550h pixels