

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				FINISHING				
	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Bulletin 8'h x 12'w	8'h x 12'w	4.5" h x 6.5" 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	9'h x 13'w	3"	3"	150
	Bulletin 8'h x 16'w	8'h x 16'w	4.5" h x 8.5" 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	9'h x 17'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 10'h x 40'4" w	10'h x 40'4" w	5.5" h x 20.67" 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 41'4" w	3"	3"	150
	Bulletin 10'h x 44'w	10'h x 44'w	5.5" h x 22.5" 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 45'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 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 10'6" h x 44'w	10'6" h x 44'w	5.75" h x 22.5" 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 45'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 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 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 0.75" inside all sides of the file for safety area.	7oz Seamless Vinyl	13'h x 43'w	3"	3"	150
	Bulletin 12'h x 43'w	12'h x 43'w	6.5" h x 22" 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 44'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 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 14'h x 60'w	14'h x 60'w	7.5" 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	15'h x 61'w	3"	3"	150
	Bulletin 14'6" h x 36'w	14'6" h x 36'w	7.75" 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	15'6" h x 37'w	3"	3"	150
	Bulletin 15'h x 49'w	15'h x 49'w	8" h x 25" 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	16'h x 50'w	3"	3"	150
	Bulletin 16'9.6" h x 24'7.19" w	16'9.6" h x 24'7.19" w	8.9" h x 12.8" 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	17'9.6" h x 25'7.19" w	3"	3"	150

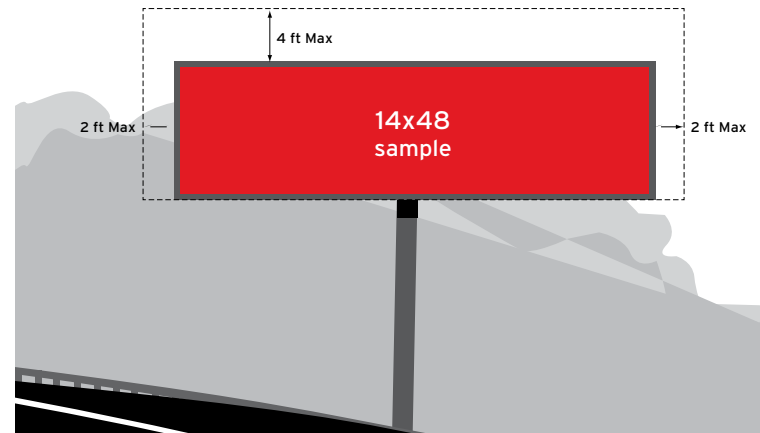
THE SPECTACULARS: Spectaculars are uniquely-shaped bulletins wrapped in vinyl. The shape can help your message stand out from the crowd and command maximum attention.

SET-UP	PRODUCT	UNIT #	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Vertacular 48' x 14'	P3503, P3504	48'h x 14'w	24.5" h x 7.5" 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	49'h x 15'w	3"	3"	150
Square 24' x 24'	51226, 51227	24'h x 24'w	12.5" 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.	7 oz Seamless Vinyl	25'h x 25'w	3"	3"	150		
Square 26'6" x 24'6"	51001	26'6" h x 24'6" w	13.75" h x 12.75" 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	27'6" h x 25'6" w	3"	3"	150		

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 special projects and pricing.

Standard Bulletin Maximum Extensions: 4' off the top, 2' off the sides.
 Combined square footage for all extensions may not exceed 152 sq. ft.

ALL EXTENSIONS AND EXCEPTIONS MUST BE APPROVED BY ADAMS OUTDOOR.



THE POSTER: Poster sized and printed on thin vinyl that is posted with clips instead of paste. Jr. Posters are vinyls that are wrapped around or hooked into a unit.

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.		3.2 oz Polyethylene Formetco System	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
	Jr. Poster 5'2"x 11'2"	5'2"h x 11'2"w	2.66"h x 5.66"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	5'2"h x 11'2"w	FULL	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 12' x 24'6"	44861ABC, P3641ABC	12'h x 22'10.81"w	6"h x 11.45"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	50	5 1/2"	12'	150
	Trivision 12' x 25'	1342ABC	12'h x 21'5.47"w	6"h x 10.728"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	48	5 3/8"	12'	150
	Trivision 10'6" x 36'	5022ABC	10'5.75"h x 31'9.88"w	5.24"h x 15.912"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	72	5 5/16"	10' 5 3/4"	150
	Trivision 10'6" x 36'	4926ABC	10'5"h x 32'7.41"w	5.208"h x 16.308"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	72	5 7/16"	10' 5"	150
	Trivision 14' x 48'	2190ABC	13'11"h x 42'10.94"w	6.958"h x 21.456"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 3/8"	13' 11"	150

DIGITAL FILE NAMING: Advertiser_ArtName_PixelFileSize(WxH)_Date(MM-DD-YY)
Example: McDonalds_3DollarMealDeal_1600x400_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.

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.

	UNIT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES
SET-UP	9911A	10'h x 38'w	1600w x 400h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 5px inside all sides of the file for safety area.
	710, 720, 1994, 1995, 2330, 2339, 2410, 2420, 51826, 52199, 52379, 52612, 52613, 52679, 52680, 52760, P365, U1001, U1002	14'h x 48'w 10'6" h x 36'w	1400w x 400h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 5px inside all sides of the file for safety area.
	210, 220, 510, 520, 941, 942, 990, 13210, 13220, 21820, A9571, P3714, P3715, P3728, P3760, P3761, U5081, U5082	11'0.25" h x 22'0.25" w 12' h x 25' w	840w x 400h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 5px inside all sides of the file for safety area.
	291, 292	30'5.25" h x 22'0.5" w	420w x 580h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 5px 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: **adamscharleston**
 p: **charleston1770**

- 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.