



Specs & Finishing

North Carolina

Updated 04-09-25



File Set-Up 03

Sizing Guidelines	03
File Naming	04
Extension Guidelines.....	04
Bleed & Pocket.....	04
Supported File Types.....	04

Delivery 05

Upload Files to Adams	05
Ship to Adams	05
Lost? Let us help!	05

Static Billboards 06

Bulletins	06
Backlits.....	11
Trivisions	11
Eco-Flex Poster	11
Digital Embedded Bulletin.....	12

Digital Billboards 13

Charlotte Digitals	13
Triad Region Digitals	14

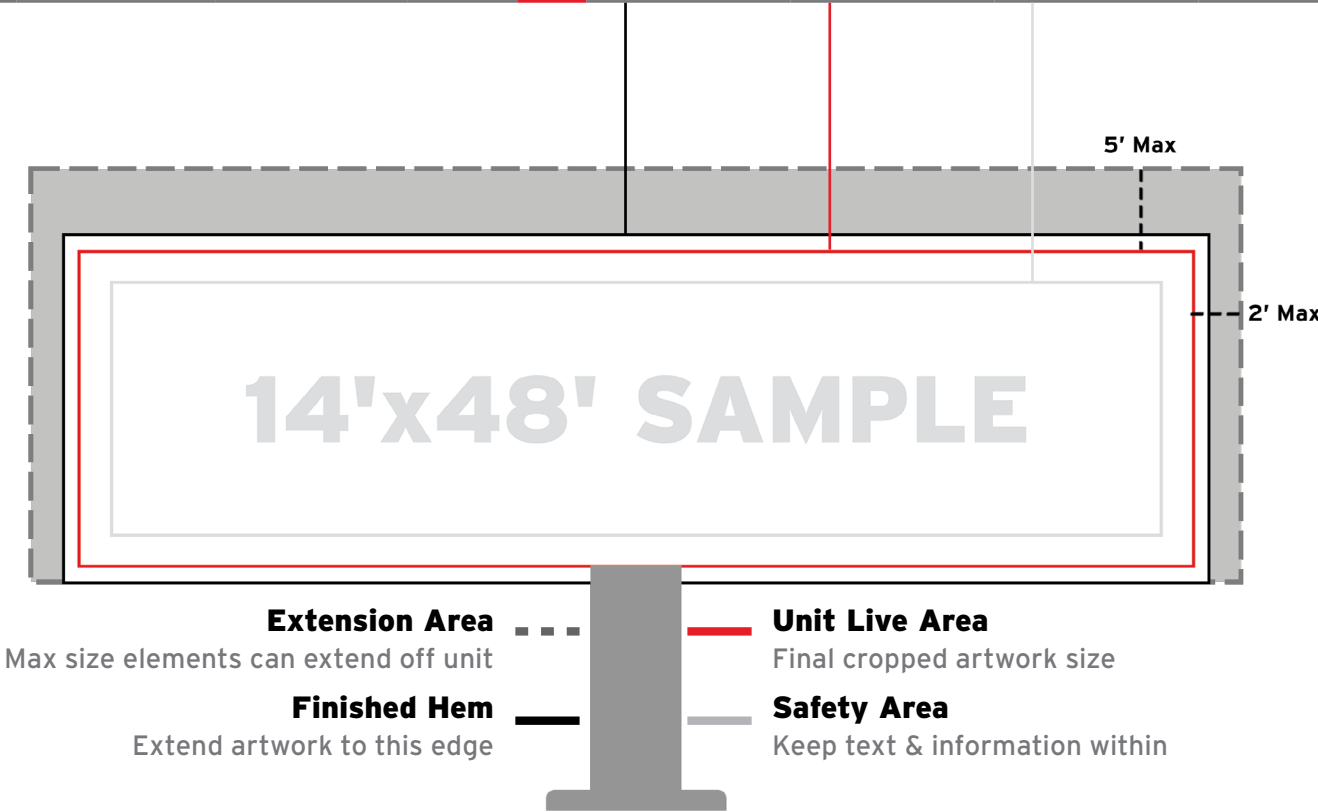
File Set-Up

Sizing Guidelines

1:24 scale | 1' equals 0.5"

Adams Outdoor builds all static files at 1:24 scale, or 1' = 0.5". **Layered PDF templates** are available to further assist with setting up your files at the "Download" link in the spec chart—denoted with a * below.

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	14'h x 48'w	15'h x 49'w	6"(3")		7.5"h x 24.5"w	7"h x 24"w	6.5"h x 23.5"w	* Download



Delivery

Upload Files to Adams

<http://filetrans.adamsoutdoor.com/login.cfm>

Username: adamscharlotte

Password: charlotte1700

- 1 In the top left click on **Upload New File**
- 2 Fill out the required fields
- 3 Choose file and click **Upload**
- 4 Once prompted that the file was uploaded, click **Save** to complete the file upload

All file names must be unique.
Files with default names will be overwritten.
Please include client name and date.

Click arrow to upload.



Ship to Adams

Charlotte

2299 Scott Futrell Drive, Charlotte, NC 28208

Triad Region

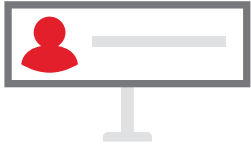
876 N. Liberty St., 2nd Floor, Winston-Salem, NC 27101

Lost? Let us help!

Contact your Account Executive with questions on Specs or Set-up.

Static Billboards

Bulletins



Ranging from smaller size to traditional size billboards. All static bulletins are printed on reusable vinyl that increases the life span of creative. There is the added option of extensions.

Print Material: 7oz Seamless Vinyl

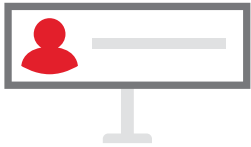
File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	6'h x 12'w	7'h x 13'w	6"(3")		3.5"h x 6.5"w	3"h x 6"w	2.75"h x 5.75"w	Download
	7'h x 28'w	8'h x 29'w	6"(3")		4"h x 14.5"w	3.5"h x 14"w	3.25"h x 13.75"w	Download
	8'h x 12'w	9'h x 13'w	6"(3")		4.5"h x 6.5"w	4"h x 6"w	3.75"h x 5.75"w	Download
	8'h x 16'w	9'h x 17'w	6"(3")		4.5"h x 8.5"w	4"h x 8"w	3.75"h x 7.75"w	Download
	8'h x 20'w	9'h x 21'w	6"(3")		4.5"h x 10.5"w	4"h x 10"w	3.75"h x 9.75"w	Download
	8'h x 24'w	9'h x 25'w	6"(3")		4.5"h x 12.5"w	4"h x 12"w	3.75"h x 11.75"w	Download
	9'2"h x 24'6"w	10'2"h x 25'6"w	6"(3")		5.084"h x 12.75"w	4.584"h x 12.25"w	4.214"h x 11.88"w	Download
	9'3"h x 24'6"w	10'3"h x 25'6"w	6"(3")		5.125"h x 12.75"w	4.625"h x 12.25"w	4.255"h x 11.88"w	Download
	9'9"h x 39'9" LIND	9'9"h x 39'9"w	0"(2") PKT IN LIVE		4.875"h x 19.875"w	4.875"h x 19.875"w	4.505"h x 19.505"w	Download
	9'10"h x 31'6"w	10'10"h x 32'6"w	6"(3")		5.417"h x 16.25"w	4.917"h x 15.75"w	4.417"h x 15.25"w	Download
	10'h x 20'w	11'h x 21'w	6"(3")		5.5"h x 10.5"w	5"h x 10"w	4.63"h x 9.63"w	Download
	10'h x 24'w	11'h x 25'w	6"(3")		5.5"h x 12.5"w	5"h x 12"w	4.63"h x 11.63"w	Download
	10'h x 30'w	11'h x 31'w	6"(3")		5.5"h x 15.5"w	5"h x 15"w	4.63"h x 14.63"w	Download
	10'h x 30'6"w	11'h x 31'6"w	6"(3")		5.5"h x 15.75"w	5"h x 15.25"w	4.63"h x 14.88"w	Download
	10'h x 32'w	11'h x 33'w	6"(3")		5.5"h x 16.5"w	5"h x 16"w	4.63"h x 15.63"w	Download
	10'h x 36'w	11'h x 37'w	6"(3")		5.5"h x 18.5"w	5"h x 18"w	4.5"h x 17.5"w	Download

Bulletins (cont.)



Ranging from smaller size to traditional size billboards. All static bulletins are printed on reusable vinyl that increases the life span of creative. There is the added option of extensions.

Print Material: 7oz Seamless Vinyl

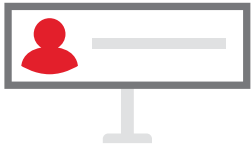
File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

	PRINT SET-UP				DESIGN SET-UP			
	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)		FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	10'h x 40'w	11'h x 41'w	6"(3")		5.5"h x 20.5"w	5"h x 20"w	4.5"h x 19.5"w	Download
	10'h x 40'6"w	11'h x 41'6"w	6"(3")		5.5"h x 20.75"w	5"h x 20.25"w	4.5"h x 19.75"w	Download
	10'3"h x 30'7"w LIND	10'3"h x 30'7"w	0"(2") PKT IN LIVE		5.125"h x 15.292"w	5.125"h x 15.292"w	4.625"h x 14.792"w	Download
	10'3"h x 35'9"w LIND	10'3"h x 35'9"w	0"(2") PKT IN LIVE		5.125"h x 17.875"w	5.125"h x 17.875"w	4.625"h x 17.375"w	Download
	10'5"h x 22'8"w CAN	13'11"h x 26'2"w	21"(3")		6.959"h x 13.084"w	5.209"h x 11.334"w	4.709"h x 10.834"w	Download
	10'5"h x 36'w	11'5"h x 37'w	6"(3")		5.709"h x 18.5"w	5.209"h x 18"w	4.709"h x 17.5"w	Download
	10'6"h x 16'w	11'6"h x 17'w	6"(3")		5.75"h x 8.5"w	5.25"h x 8"w	4.75"h x 7.5"w	Download
	10'6"h x 18'6"w	11'6"h x 19'6"w	6"(3")		5.75"h x 9.75"w	5.25"h x 9.25"w	4.88"h x 8.88"w	Download
	10'6"h x 20'w	11'6"h x 21'w	6"(3")		5.75"h x 10.5"w	5.25"h x 10"w	4.88"h x 9.63"w	Download
	10'6"h x 20'3"w	11'6"h x 21'3"w	6"(3")		5.75"h x 10.625"w	5.25"h x 10.125"w	4.88"h x 9.755"w	Download
	10'6"h x 22'w	11'6"h x 23'w	6"(3")		5.75"h x 11.5"w	5.25"h x 11"w	4.75"h x 10.5"w	Download
	10'6"h x 22'4"w	11'6"h x 23'4"w	6"(3")		5.75"h x 11.667"w	5.25"h x 11.167"w	4.88"h x 10.8"w	Download
	10'6"h x 22'8"w	11'6"h x 23'8"w	6"(3")		5.75"h x 11.834"w	5.25"h x 11.334"w	4.88"h x 10.96"w	Download
	10'6"h x 22'9.6"w	11'6"h x 23'9.6"w	6"(3")		5.75"h x 11.9"w	5.25"h x 11.4"w	4.88"h x 11.03"w	Download
	10'6"h x 24'w	11'6"h x 25'w	6"(3")		5.75"h x 12.5"w	5.25"h x 12"w	4.88"h x 11.63"w	Download
	10'6"h x 26'w	11'6"h x 27'w	6"(3")		5.75"h x 13.5"w	5.25"h x 13"w	4.88"h x 12.63"w	Download
	10'6"h x 28'6"w	11'6"h x 29'6"w	6"(3")		5.75"h x 14.75"w	5.25"h x 14.25"w	4.88"h x 13.88"w	Download
	10'6"h x 30'w	11'6"h x 31'w	6"(3")		5.75"h x 15.5"w	5.25"h x 15"w	4.88"h x 14.63"w	Download

Bulletins (cont.)



Ranging from smaller size to traditional size billboards. All static bulletins are printed on reusable vinyl that increases the life span of creative. There is the added option of extensions.

Print Material: 7oz Seamless Vinyl

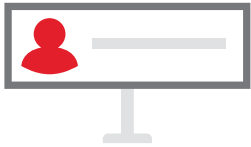
File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

	PRINT SET-UP				DESIGN SET-UP			
	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)		FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	10'6"h x 30'6"w	11'6"h x 31'6"w	6"(3")		5.75"h x 15.75"w	5.25"h x 15.25"w	4.75"h x 14.75"w	Download
	10'6"h x 30'10"w	11'6"h x 31'10"w	6"(3")		5.75"h x 15.917"w	5.25"h x 15.417"w	4.75"h x 14.917"w	Download
	10'6"h x 30'10"w CAN	14'h x 34'4"w	21"(3")		7"h x 17.167"w	5.25"h x 15.417"w	4.75"h x 14.917"w	Download
	10'6"h x 31'4"w	11'6"h x 32'4"w	6"(3")		5.75"h x 16.167"w	5.25"h x 15.667"w	4.75"h x 15.167"w	Download
	10'6"h x 31'6"w	11'6"h x 32'6"w	6"(3")		5.75"h x 16.25"w	5.25"h x 15.75"w	4.75"h x 15.25"w	Download
	10'6"h x 32'w	11'6"h x 33'w	6"(3")		5.75"h x 16.5"w	5.25"h x 16"w	4.75"h x 15.5"w	Download
	10'6"h x 36'w	11'6"h x 37'w	6"(3")		5.75"h x 18.5"w	5.25"h x 18"w	4.75"h x 17.5"w	Download
	10'6"h x 36'w CAN	14'h x 39'6"w	21"(3")		7"h x 19.75"w	5.25"h x 18"w	4.75"h x 17.5"w	Download
	10'6"h x 40'w	11'6"h x 41'w	6"(3")		5.75"h x 20.5"w	5.25"h x 20"w	4.75"h x 19.5"w	Download
	10'6"h x 40'6"w	11'6"h x 41'6"w	6"(3")		5.75"h x 20.75"w	5.25"h x 20.25"w	4.75"h x 19.75"w	Download
	10'6"h x 40'9"w	11'6"h x 41'9"w	6"(3")		5.75"h x 20.875"w	5.25"h x 20.375"w	4.75"h x 19.875"w	Download
	10'6"h x 40'10"w	11'6"h x 41'10"w	6"(3")		5.75"h x 20.917"w	5.25"h x 20.417"w	4.75"h x 19.917"w	Download
	10'6"h x 42'w	11'6"h x 43'w	6"(3")		5.75"h x 21.5"w	5.25"h x 21"w	4.75"h x 20.5"w	Download
	10'6"h x 42'3"w	11'6"h x 43'3"w	6"(3")		5.75"h x 21.625"w	5.25"h x 21.125"w	4.75"h x 20.625"w	Download
	10'6"h x 45'6"w	11'6"h x 46'6"w	6"(3")		5.75"h x 23.25"w	5.25"h x 22.75"w	4.75"h x 22.25"w	Download
	10'6"h x 45'10"w	11'6"h x 46'10"w	6"(3")		5.75"h x 23.417"w	5.25"h x 22.917"w	4.75"h x 22.417"w	Download
	10'6"h x 46'w	11'6"h x 47'w	6"(3")		5.75"h x 23.5"w	5.25"h x 23"w	4.75"h x 22.5"w	Download
	10'6"h x 48'w	11'6"h x 49'w	6"(3")		5.75"h x 24.5"w	5.25"h x 24"w	4.75"h x 23.5"w	Download

Bulletins (cont.)



Ranging from smaller size to traditional size billboards. All static bulletins are printed on reusable vinyl that increases the life span of creative. There is the added option of extensions.

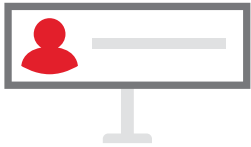
Print Material: 7oz Seamless Vinyl

File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

	PRINT SET-UP				DESIGN SET-UP			
	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)		FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	10'6"h x 48'6"w	11'6"h x 49'6"w	6"(3")		5.75"h x 24.75"w	5.25"h x 24.25"w	4.75"h x 23.75"w	Download
	10'6"h x 60'6"w	11'6"h x 61'6"w	6"(3")		5.75"h x 30.75"w	5.25"h x 30.25"w	4.75"h x 29.75"w	Download
	10'7"h x 24'w	11'7"h x 25'w	6"(3")		5.792"h x 12.5"w	5.292"h x 12"w	4.792"h x 11.5"w	Download
	10'7"h x 31'w	11'7"h x 32'w	6"(3")		5.792"h x 16"w	5.292"h x 15.5"w	4.792"h x 15"w	Download
	10'10"h x 23'w	11'10"h x 24'w	6"(3")		5.917"h x 12"w	5.417"h x 11.5"w	4.917"h x 11"w	Download
	11'6"h x 60'w	12'6"h x 61'w	6"(3")		6.25"h x 30.5"w	5.75"h x 30"w	5.25"h x 29.5"w	Download
	12'h x 24'w	13'h x 25'w	6"(3")		6.5"h x 12.5"w	6"h x 12"w	5.5"h x 11.5"w	Download
	12'h x 25'w	13'h x 26'w	6"(3")		6.5"h x 13"w	6"h x 12.5"w	5.5"h x 12"w	Download
	12'h x 36'w	13'h x 37'w	6"(3")		6.5"h x 18.5"w	6"h x 18"w	5.5"h x 17.5"w	Download
	12'h x 40'w	13'h x 41'w	6"(3")		6.5"h x 20.5"w	6"h x 20"w	5.5"h x 19.5"w	Download
	12'h x 40'6"w	13'h x 41'6"w	6"(3")		6.5"h x 20.75"w	6"h x 20.25"w	5.5"h x 19.75"w	Download
	12'h x 40'10"w	13'h x 41'10"w	6"(3")		6.5"h x 20.917"w	6"h x 20.417"w	5.5"h x 19.917"w	Download
	12'h x 44'w	13'h x 45'w	6"(3")		6.5"h x 22.5"w	6"h x 22"w	5.5"h x 21.5"w	Download
	12'h x 48'w	13'h x 49'w	6"(3")		6.5"h x 24.5"w	6"h x 24"w	5.5"h x 23.5"w	Download
	12'h x 48'6"w	13'h x 49'6"w	6"(3")		6.5"h x 24.75"w	6"h x 24.25"w	5.5"h x 23.75"w	Download
	12'h x 60'w	13'h x 61'w	6"(3")		6.5"h x 30.5"w	6"h x 30"w	5.5"h x 29.5"w	Download
	14'h x 48'w	15'h x 49'w	6"(3")		7.5"h x 24.5"w	7"h x 24"w	6.5"h x 23.5"w	Download
	15'h x 30'w	16'h x 31'w	6"(3")		8"h x 15.5"w	7.5"h x 15"w	7"h x 14.5"w	Download



Bulletins (cont.)

Ranging from smaller size to traditional size billboards. All static bulletins are printed on reusable vinyl that increases the life span of creative. There is the added option of extensions.

Print Material: 7oz Seamless Vinyl

File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	15'6"h x 15'6"w	16'6"h x 16'6"w	6"(3")		8.25"h x 8.25"w	7.75"h x 7.75"w	7.25"h x 7.25"w	Download
	15'6"h x 36'w	16'6"h x 37'w	6"(3")		8.25"h x 18.5"w	7.75"h x 18"w	7.25"h x 17.5"w	Download
	16'h x 40'w	17'h x 41'w	6"(3")		8.5"h x 20.5"w	8"h x 20"w	7.5"h x 19.5"w	Download
	16'h x 40'6"w	17'h x 41'6"w	6"(3")		8.5"h x 20.75"w	8"h x 20.25"w	7.5"h x 19.75"w	Download
	19'h x 48'w	20'h x 49'w	6"(3")		10"h x 24.5"w	9.5"h x 24"w	9"h x 23.5"w	Download
	19'6"h x 48'w	20'6"h x 49'w	6"(3")		10.25"h x 24.5"w	9.75"h x 24"w	9.25"h x 23.5"w	Download
	21'h x 12'w	22'h x 13'w	6"(3")		11"h x 6.5"w	10.5"h x 6"w	10"h x 5.5"w	Download
	24'6"h x 40'w	25'6"h x 41'w	6"(3")		12.75"h x 20.5"w	12.25"h x 20"w	11.75"h x 19.5"w	Download



Backlits

Printed on semi-transparent backlit vinyl. Backlits allow for light to shine through the vinyl, creating an eye-catching visual for evening viewers.

Print Material: Backlit 15oz Vinyl
100% on front

File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	31'6"h x 12'w	32'6"h x 13'w	6"(3")		16.25"h x 6.5"w	15.75"h x 6"w	15.38"h x 5.63"w	Download

Trivisions

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

Print Material: 15 Pt Calendered Vinyl

File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT SIZE	FINISHED HEM	PANELS	SLATS	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	SAFETY AREA	TEMPLATE
	10'6"h x 22'8"w	10'5"h x 23'9"w	10'5"h x 5.4375"w	45	0"(0")		5.209"h x 10.875"w	4.839"h x 10.505"w	Download
	12'h x 24'w	11'11"h x 23'9"w	11'11"h x 5.4375"w	48	0"(0")		5.96"h x 11.88"w	5.589"h x 11.505"w	Download

Eco-Flex Poster

Posters are printed on a lighter weight vinyl material and posted with Formetco System clips. No typical options for extensions.

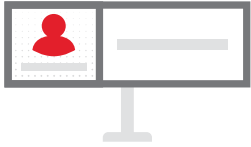
Print Material: 3.2oz Polyethylene
7oz Seamless Vinyl

File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	SAFETY AREA	TEMPLATE
	10'4.5"h x 22'7.5"w	10'4.5"h x 22'7.5"w	0"(0")		5.187"h x 11.313"w	4.817"h x 10.943"w	Download



Digital Embedded Bulletin

Unique bulletins with an embedded digital screen covering a portion of the face. There is the added option of extensions. Reference the **Templates** for embedded digital placement and recommended safety area for individual units.

Digital Screen

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. **This digital is unique to this unit and is not part of the standard digital network.**

Bleed: N/A

Color Mode: RGB

DPI: 72

DESIGN SET-UP	UNIT #	FILE SET-UP	SAFETY AREA	UNIT SIZE	TEMPLATE
	12400, 12401	240px w x 128px h	220px w x 108px h	8'5"h x 15'9"w	Download

Printed Bulletin

All printed on vinyl which allows for the reuse of the same vinyl and increases the lifespan of the creative.

Print Material: 7oz Seamless Vinyl

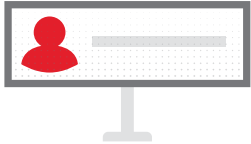
File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	10'6"h x 36'w 12400	11'6"h x 37'w	6"(3")		5.75"h x 18.5"w	5.25"h x 18"w	4.75"h x 9.62"w DIGITAL PLACEMENT: LEFT	Download
	10'6"h x 36'w 12401	11'6"h x 37'w	6"(3")		5.75"h x 18.5"w	5.25"h x 18"w	4.75"h x 9.62"w DIGITAL PLACEMENT: RIGHT	Download

Digital Billboards



Charlotte Digitals

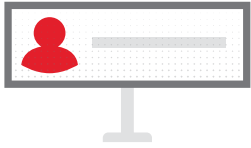
Digital spots that are uploaded to the billboard at any time of day. Creative is dynamic and can utilize day-parting, RSS feeds, and much more.

Bleed: N/A

Color Mode: RGB

DPI: 72

DESIGN SET-UP	UNIT #	FILE SET-UP	SAFETY AREA	UNIT SIZE	TEMPLATE
	9108D, 9225, 9335, 9337, 10405, 10407, 12022, 12023, D771N, D771S	1600px w x 400px h	1570px w x 370px h	10'h x 38'w 10'6"h x 36'w 10'7"h x 36'2"w	Download
	7129, 7325, 7327, 8090, 8092, 8263, 8265, 8439, 8477, 8537, 8539, 8745, 8747, 8759, 8864, 8866, 8901, 8903, 8919, 8954, 9009, 9011, 9106, 9190, 9192, 9209, 9227, 9229, 9230, 9232, 9456, 12035, 12036, 12043, 12046, 12047, 12402, 12403, 13000, 13001, 13100, 13200, 13201, 13322, D851N, D851S, D4851E	1400px w x 400px h	1370px w x 370px h	10'6"h x 36'w 10'7"h x 36'2"w 14'h x 48'w	Download
	2720, 2722, 5762, 6604	840px w x 400px h	810px w x 370px h	12'h x 25'w	Download



Triad Region Digitals

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.

Bleed: N/A

Color Mode: RGB

DPI: 72

DESIGN SET-UP	UNIT #	FILE SET-UP	SAFETY AREA	UNIT SIZE	TEMPLATE
	RPD20N, RPD20S, RPD1003S, WH206-2, WH206-4	1800px w x 600px h	1770px w x 570px h	10'h x 30'w	Download
	D432-2, D441-2, TB52002, TB52003, TB85007	1600px w x 400px h	1570px w x 370px h	10'h x 40'w 10'4"h x 36'4"w 10'6"h x 36'w 10'6"h x 40'w	Download
	D418-1, D418-2, D426-1, D444-2, D445-1, D445-2, RPD1003N, WH305-4, WH602-4, WH604-2, WH604-4, WH605-1, WH605-3, WH606-3	1400px w x 400px h	1370px w x 370px h	9'6"h x 33'7"w 10'h x 30'w 10'4"h x 36'4"w 10'6"h x 36'w 11'h x 36'w 14'h x 48'w	Download
	RPD54N, RPD1033	840px w x 400px h	810px w x 370px h	10'6"h x 24'w 12'h x 25'w	Download
	RPD1034	600px w x 220px w	580px w x 200px w	10'h x 30'w	Download