



Specs & Finishing

Michigan

Updated 05-13-25



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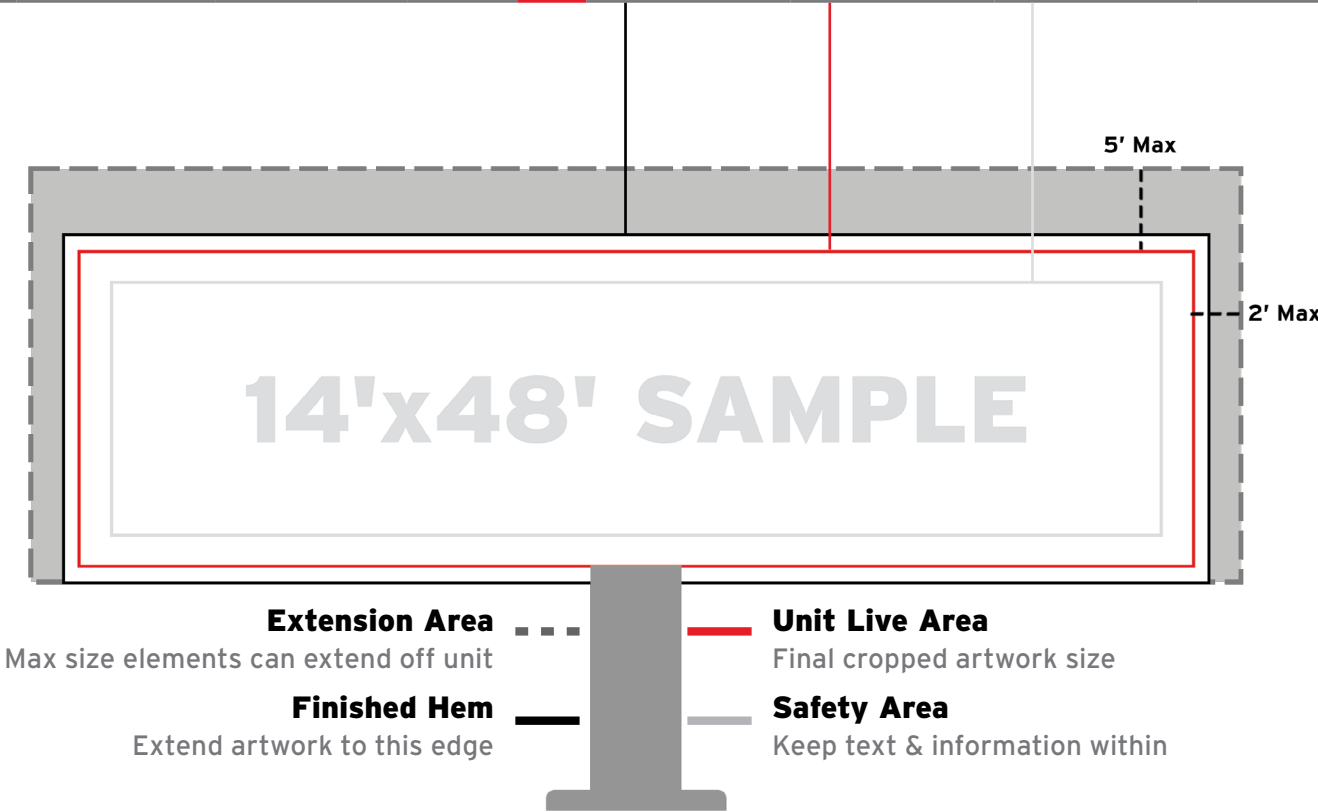
File Set-Up

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>

Ann Arbor

Username: adamsannarbor

Password: annarbor8999

Lansing

Username: adamslansing

Password: lansing2121

West MI

Username: adamskalamazoo

Password: kalamazoo9831

- 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

Ann Arbor

880 James L. Hart Pkwy., Ypsilanti, MI 48197

Lansing

3801 Capital City Blvd., Lansing, MI 48906

West MI

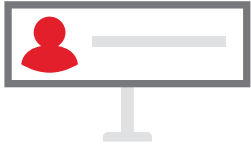
407 E. Ransom St., Kalamazoo, MI 49007

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

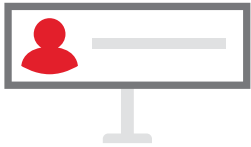
File Set-Up DPI: 300

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
	4'h x 8'w	5'h x 9'w	6"(3")		2.5"h x 4.5"w	2"h x 4"w	1.83"h x 3.83"w	Download
	5'h x 12'w	6'h x 13'w	6"(3")		3"h x 6.5"w	2.5"h x 6"w	2.33"h x 5.83"w	Download
	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
	8'h x 14'w	9'h x 15'w	6"(3")		4.5"h x 7.5"w	4"h x 7"w	3.75"h x 6.75"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	4.75"h x 9.75"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	4.75"h x 11.75"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	4.5"h x 14.5"w	Download
	10'h x 30'11" w	11'h x 31'11" w	6"(3")		5.5"h x 15.96"w	5"h x 15.46"w	4.5"h x 14.96"w	Download
	10'h x 31'w	11'h x 32'w	6"(3")		5.5"h x 16"w	5"h x 15.5"w	4.5"h x 15"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	4.5"h x 15.5"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
	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
	10'6"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
	11'4"h x 47'2" w	12'4"h x 48'2" w	6"(3")		6.17"h x 24.08"w	5.67"h x 23.58"w	5.17"h x 23.08"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	5.63"h x 11.63"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.

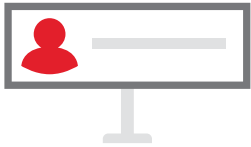
Print Material: 7oz Seamless Vinyl

File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	12'h x 25'w	13'h x 26'w	6"(3")		6.5"h x 13"w	6"h x 12.5"w	5.63"h x 12.13"w	Download
	12'h x 35'6"w	13'h x 36'6"w	6"(3")		6.5"h x 18.25"w	6"h x 17.75"w	5.5"h x 17.25"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 38'w	13'h x 39'w	6"(3")		6.5"h x 19.5"w	6"h x 19"w	5.5"h x 18.5"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 42'w	13'h x 43'w	6"(3")		6.5"h x 21.5"w	6"h x 21"w	5.5"h x 20.5"w	Download
	12'h x 42'9"w	13'h x 43'9"w	6"(3")		6.5"h x 21.88"w	6"h x 21.38"w	5.5"h x 20.88"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 49'w	13'h x 50'w	6"(3")		6.5"h x 25"w	6"h x 24.5"w	5.5"h x 24"w	Download
	12'h x 50'w	13'h x 51'w	6"(3")		6.5"h x 25.5"w	6"h x 25"w	5.5"h x 24.5"w	Download
	14'h x 32'w	15'h x 33'w	6"(3")		7.5"h x 16.5"w	7"h x 16"w	6.5"h x 15.5"w	Download
	14'h x 36'w	15'h x 37'w	6"(3")		7.5"h x 18.5"w	7"h x 18"w	6.5"h x 17.5"w	Download
	14'h x 38'6"w	15'h x 39'6"w	6"(3")		7.5"h x 19.75"w	7"h x 19.25"w	6.5"h x 18.75"w	Download
	14'h x 44'w	15'h x 45'w	6"(3")		7.5"h x 22.5"w	7"h x 22"w	6.5"h x 21.5"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 50'w	16'h x 51'w	6"(3")		8"h x 25.5"w	7.5"h x 25"w	7"h x 24.5"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
	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
	24'h x 24'w	25'h x 25'w	6"(3")		12.5"h x 12.5"w	12"h x 12"w	11.5"h x 11.5"w	Download
	25'6"h x 24'6"w	26'6"h x 25'6"w	6"(3")		13.25"h x 12.75"w	12.75"h x 12.25"w	12.25"h x 11.75"w	Download
	27'h x 25'w	28'h x 26'w	6"(3")		14"h x 13"w	13.5"h x 12.5"w	13"h x 12"w	Download
	27'4"h x 24'6"w	28'4"h x 25'6"w	6"(3")		14.17"h x 12.75"w	13.67"h x 12.25"w	13.17"h x 11.75"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
	10'5"h x 22'8"w	11'5"h x 23'8"w	6"(3")		5.71"h x 11.83"w	5.21"h x 11.33"w	4.84"h x 10.96"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	5.63"h x 11.63"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

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

Trivision

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

Print Material: 15 Pt Calendered Vinyl

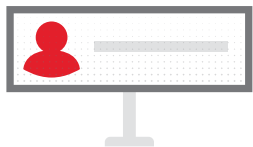
File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT SIZE	FINISHED HEM	PANELS	SLATS	DESIGN SET-UP	FILE SET-UP	SAFETY AREA	BLEED (POCKET)	TEMPLATE
	14'h x 48'w	13'11"h x 47'6"w	5.4375"w	96		6.96"h x 21.75"w	6.46"h x 21.25"w	0"(0")	Download

Digital Billboards



Ann Arbor Digitals

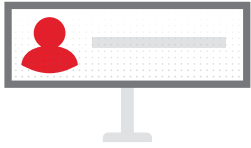
Digital spots that are uploaded to the billboard at any time of day. Creative is dynamic and can utilize day-parting, RSS feeds, and much more.

Bleed: N/A

Color Mode: RGB

DPI: 72

DESIGN SET-UP	UNIT #	FILE SET-UP	SAFETY AREA	UNIT SIZE	TEMPLATE
	805	1800px w x 600px h	1770px w x 570px h	20'h x 60'w	Download
	760, 761, 803, 9812, 9815, 9821, 9822, 9823, 9824, 9825, 39142, 39152, 39153, 41116	1400px w x 400px h	1370px w x 370px h	12'4"h x 45'w 14'h x 48'w	Download
	9826, 9827	896px w x 368px h	866px w x 338px h	20'h x 47'w	Download
	22105	522px w x 162px h	507px w x 147px h	10'h x 30'w	Download
	41113, 41114	450px w x 550px h	420px w x 520px h	35'h x 28'w	Download



Lansing Digitals

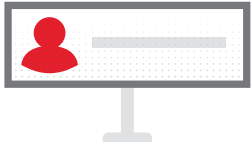
Digital spots that are uploaded to the billboard at any time of day. Creative is dynamic and can utilize day-parting, RSS feeds, and much more.

Bleed: N/A

Color Mode: RGB

DPI: 72

DESIGN SET-UP	UNIT #	FILE SET-UP	SAFETY AREA	UNIT SIZE	TEMPLATE
	775	1800px w x 600px h	1770px w x 570px h	10'h x 30'w	Download
	126, 132, 612, 616, 828, 3100, 3250, 6715, 6716, J928, R0215, R160	1400px w x 400px h	1370px w x 370px h	14'h x 48'w	Download
	VS8	840px w x 840px h	810px w x 810px h	25'6"h x 24'6"w	Download
	R215	600px w x 220px h	580px w x 200px h	11'6"h x 31'6"w	Download
	3200	576px w x 1296px h	546px w x 1266px h	38'h x 16'w	Download
	136	522px w x 162px h	507px w x 147px h	10'h x 30'w	Download



West Michigan Digitals

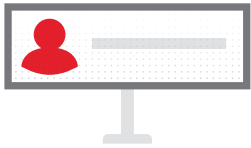
Digital spots that are uploaded to the billboard at any time of day. Creative is dynamic and can utilize day-parting, RSS feeds, and much more.

Bleed: N/A

Color Mode: RGB

DPI: 72

DESIGN SET-UP	UNIT #	FILE SET-UP	SAFETY AREA	UNIT SIZE	TEMPLATE
	BCD94W, BHD101, KD6247E, KD37206	1800px w x 600px h	1770px w x 570px h	10'h x 30'w 12'h x 42'w 14'h x 48'w	Download
	KD111, KD4197W	1600px w x 400px h	1570px w x 370px h	12'h x 42'w 14'h x 48'w	Download
	BCDBeckleyE, BCDBeckleyW, GRD1, GRD2, HD31N, KD131N, KD131S, KD2700, KD2701, KD4408, KD4410, KD13143N, KD13143S, KD37193, KD37194, KD37205, KDShaverN, KDShaverS	1400px w x 400px h	1370px w x 370px h	9'6"h x 31'6"w 10'h x 30'w 10'6"h x 36'w 14'h x 48'w	Download
	KD491	820px w x 220px h	800px w x 200px h	12'h x 42'w	Download
	KD94WingsE, KD94WingsW	576px w x 360px h	546px w x 330px h	20'4"h x 33'w	Download



Michigan Impression Based Sizes

Consult the market specific **Digitals** sections for unit numbers. Contact your Account Executive with questions on Impression Based Sizes.

Bleed: N/A

Color Mode: RGB

DPI: 72

DESIGN SET-UP	FILE SET-UP	SAFETY AREA	UNIT SIZE	TEMPLATE
	1800px w x 600px h	1770px w x 570px h	10'h x 30'w 12'h x 42'w 14'h x 48'w 20'h x 60'w	Download
	1600px w x 400px h	1570px w x 370px h	12'h x 42'w 14'h x 48'w	Download
	1400px w x 400px h	1370px w x 370px h	9'6"h x 31'6"w 10'h x 30'w 10'6"h x 36'w 12'4"h x 45'w 14'h x 48'w	Download
	896px w x 368px h	866px w x 338px h	20'h x 47'w	Download
	840px w x 840px h	810px w x 810px h	25'6"h x 24'6"w	Download
	820px w x 220px h	800px w x 200px h	12'h x 42'w	Download
	600px w x 220px h	580px w x 200px h	11'6"h x 31'6"w	Download
	576px w x 1296px h	546px w x 1266px h	38'h x 16'w	Download
	576px w x 360px h	546px w x 330px h	20'4"h x 33'w	Download
	522px w x 162px h	507px w x 147px h	10'h x 30'w	Download
	450px w x 550px h	420px w x 520px h	35'h x 28'w	Download