adams

Specs & Finishing

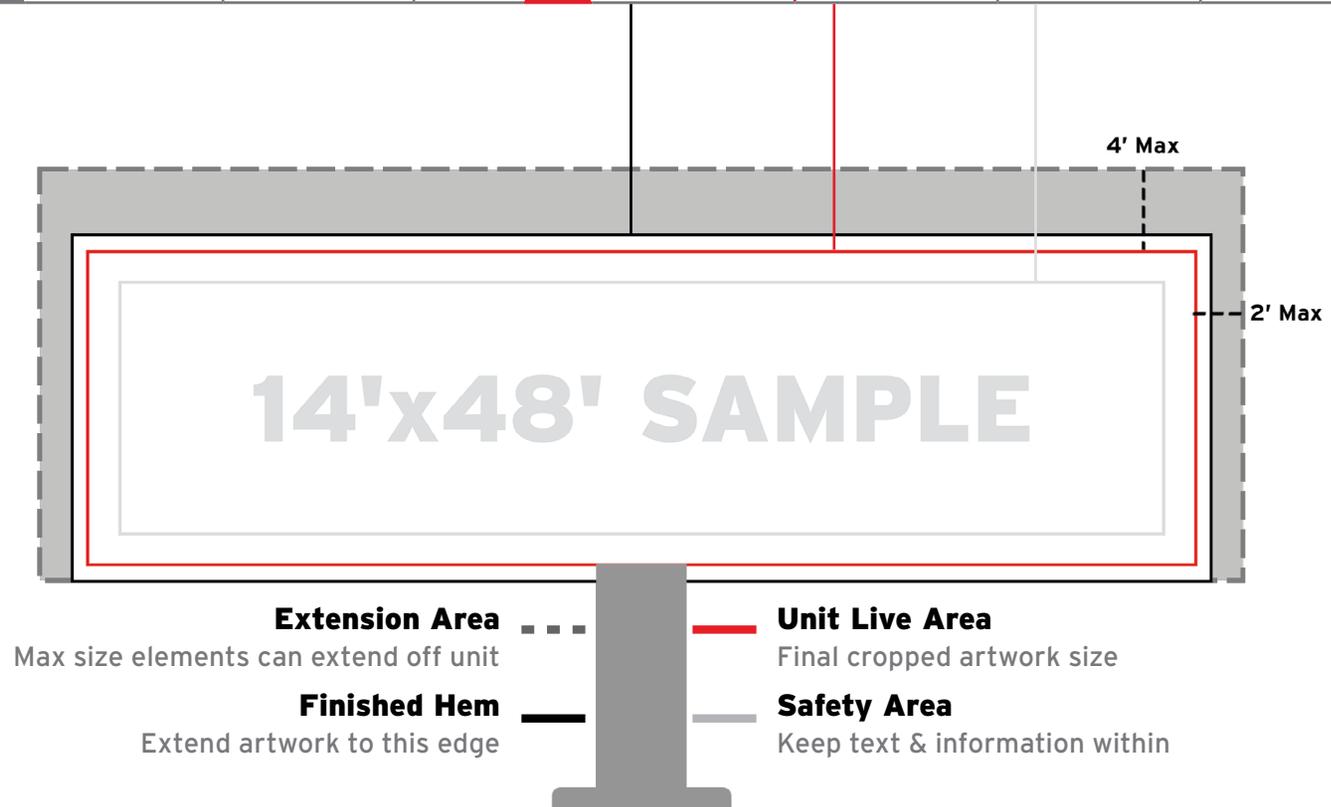Eastern PA

Updated 01-09-26

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	15'4"h x 49'4"w	8"(4")		7.667"h x 24.667"w	7"h x 24"w	6.5"h x 23.5"w	* Download

4' Max

2' Max

14'x48' SAMPLE

Extension Area - - -
Max size elements can extend off unit

Unit Live Area ―――
Final cropped artwork size

Finished Hem ―――
Extend artwork to this edge

Safety Area ―――
Keep text & information within

File Naming

File names should be **Advertiser_ArtName_FileSize_6DigitDate**

Print dimensions are listed HeightxWidth.
Digital dimensions are listed WidthxHeight.

PRINT FILE NAMING EXAMPLE:
McDonalds_3DollarMealDeal_14x48_01-03-26.pdf

DIGITAL FILE NAMING EXAMPLE:
McDonalds_3DollarMealDeal_1800x600_01-03-26.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.

Bleed & Pocket

The pocket is accounted for in the total bleed measurement for static units. Both the bleed and pocket make up the space between the Live Area and Bleed Area listed on the specs and shown on the templates. Images and backgrounds within the file must extend to the Finished Hem to ensure the Bleed Area is fully covered.
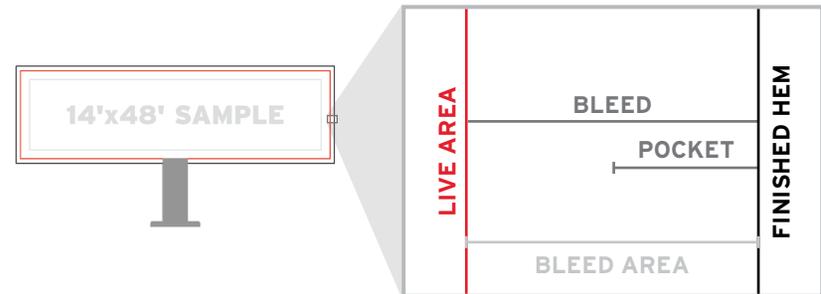

Extension Guidelines

Extensions are design elements that extend beyond the frame to the left, right, or above the live area of the billboard. Regulations vary for each bulletin. Please contact your Account Executive about special projects and pricing.

» **Standard 14' x 48' Bulletin Max. Extensions:**
   4' off the top, 2' off the sides.
» **Standard 10'6" x 36' Bulletin Max. Extensions:**
   4' off the top, 2' off the sides.
» **For Max. Extensions on other units in the market, contact your Account Executive.**

ALL EXTENSIONS AND EXCEPTIONS MUST BE APPROVED BY ADAMS OUTDOOR ADVERTISING

Supported File Types

We support the following Macintosh software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Adobe Acrobat. Please DO NOT submit designs constructed in Canva, 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 **MUST BE APPROVED** by Adams Outdoor Advertising before production and posting.

Upload Files to Adams

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

Username: adamseastpa
Password: eastpa9461

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

North-Eastern PA
136 Airstrip Rd. East Stroudsburg, PA 18301
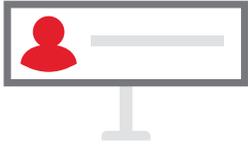
Lehigh Valley
2176 Avenue C, Bethlehem, PA 18017

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.

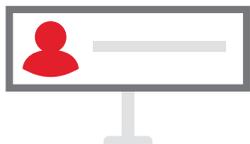**Print Material:** 7oz Seamless Vinyl   **File Set-Up DPI:** 300   **Printed DPI:** 150   **Color Mode:** CMYK

	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)		FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
PRINT SET-UP	3'h x 16'w	4'4"h x 17'4"w	8"(4")	DESIGN SET-UP	2.167"h x 8.667"w	1.5"h x 8"w	1.33"h x 7.83"w	Download
	5'h x 10'w	5'4"h x 10'4"w	2"(2")		2.667"h x 5.167"w	2.5"h x 5"w	2.33"h x 4.83"w	Download
	6'h x 12'w	6'4"h x 12'4"w	2"(2")		3.167"h x 6.167"w	3"h x 6"w	2.75"h x 5.75"w	Download
	8'h x 12'w	8'4"h x 12'4"w	2"(2")		4.167"h x 6.167"w	4"h x 6"w	3.75"h x 5.75"w	Download
	8'h x 16'w	9'4"h x 17'4"w	8"(4")		4.667"h x 8.667"w	4"h x 8"w	3.75"h x 7.75"w	Download
	8'h x 20'w	8'4"h x 20'4"w	2"(2")		4.167"h x 10.167"w	4"h x 10"w	3.75"h x 9.75"w	Download
	8'h x 24'w	8'8"h x 24'8"w	4"(2")		4.333"h x 12.333"w	4"h x 12"w	3.75"h x 11.75"w	Download
	8'h x 30'w	8'4"h x 30'4"w	2"(2")		4.167"h x 15.167"w	4"h x 15"w	3.63"h x 14.63"w	Download
	8'10"h x 12'10"w	9'2"h x 13'2"w	4"(2")		4.584"h x 6.584"w	4.417"h x 6.417"w	4.167"h x 6.167"w	Download
	8'10"h x 13'1"w	9'2"h x 13'5"w	4"(2")		4.584"h x 6.708"w	4.417"h x 6.542"w	4.167"h x 6.292"w	Download
	9'h x 16'w	9'4"h x 16'4"w	2"(2")		4.667"h x 8.167"w	4.5"h x 8"w	4.25"h x 7.75"w	Download
	10'h x 16'w	10'4"h x 16'4"w	2"(2")		5.167"h x 8.167"w	5"h x 8"w	4.75"h x 7.75"w	Download
	10'h x 20'w	10'8"h x 20'8"w	4"(2")		5.333"h x 10.333"w	5"h x 10"w	4.75"h x 9.75"w	Download
	10'h x 30'w	10'8"h x 30'8"w	4"(2")		5.333"h x 15.333"w	5"h x 15"w	4.5"h x 14.5"w	Download
	10'h x 30'w TSO	11'8"h x 31'8"w	10"(4")		5.83"h x 15.83"w	5"h x 15"w	4.5"h x 14.5"w	Download
	10'6"h x 16'w	11'2"h x 16'8"w	4"(2")		5.584"h x 8.333"w	5.25"h x 8"w	5"h x 7.75"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.
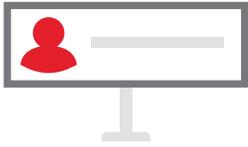
Print Material: 7oz Seamless Vinyl　　　　**File Set-Up DPI:** 300　　　　**Printed DPI:** 150　　　　**Color Mode:** CMYK

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 28'w	11'10"h x 29'4"w	8"(4")		5.917"h x 14.667"w	5.25"h x 14"w	4.88"h x 13.63"w	Download
10'6"h x 36'w	11'10"h x 37'4"w	8"(4")		5.917"h x 18.667"w	5.25"h x 18"w	4.75"h x 17.5"w	Download
11'3"h x 49'4"w	11'11"h x 50'w	4"(2")		5.96"h x 25"w	5.63"h x 24.67"w	5.13"h x 24.17"w	Download
12'h x 12'w	13'4"h x 13'4"w	8"(4")		6.667"h x 6.667"w	6"h x 6"w	5.63"h x 5.63"w	Download
12'h x 14'w UNIT 516001-516002	12'h x 14'4"w	0"(2") PKT IN LIVE TOP/BOT 2"(2") LEFT/RIGHT		6"h x 7.167"w	6"h x 7"w	5.63"h x 6.63"w	Download
12'h x 14'6"w	13'4"h x 15'10"w	8"(4")		6.667"h x 7.917"w	6"h x 7.25"w	5.63"h x 6.88"w	Download
12'h x 24'w	12'8"h x 24'8"w	4"(2")		6.333"h x 12.333"w	6"h x 12"w	5.63"h x 11.63"w	Download
12'h x 32'w	12'4"h x 32'4"w	2"(2")		6.167"h x 16.167"w	6"h x 16"w	5.63"h x 15.63"w	Download
12'h x 40'w	13'4"h x 41'4"w	8"(4")		6.667"h x 20.667"w	6"h x 20"w	5.5"h x 19.5"w	Download
12'h x 44'w	13'4"h x 45'4"w	8"(4")		6.667"h x 22.667"w	6"h x 22"w	5.5"h x 21.5"w	Download
12'h x 48'w	13'4"h x 49'4"w	8"(4")		6.667"h x 24.667"w	6"h x 24"w	5.5"h x 23.5"w	Download
12'h x 50'w	13'4"h x 51'4"w	8"(4")		6.667"h x 25.667"w	6"h x 25"w	5.5"h x 24.5"w	Download
12'1"h x 24'6"w	12'9"h x 25'2"w	4"(4")		6.38"h x 12.58"w	6.04"h x 12.25"w	5.67"h x 11.88"w	Download
12'1"h x 49'1"w	13'5"h x 50'5"w	8"(4")		6.708"h x 25.208"w	6.042"h x 24.542"w	5.542"h x 24.042"w	Download
12'3"h x 22'5"w	13'7"h x 23'9"w	8"(4")		6.792"h x 11.875"w	6.125"h x 11.208"w	5.755"h x 10.838"w	Download
14'h x 24'w	14'8"h x 24'8"w	4"(2")		7.333"h x 12.333"w	7"h x 12"w	6.63"h x 11.63"w	Download
14'h x 40'w	15'4"h x 41'4"w	8"(4")		7.67"h x 20.67"w	7"h x 20"w	6.5"h x 19.5"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 SIZE	**FINISHED HEM**	**BLEED (POCKET)**		**FILE SET-UP**	**FILE LIVE AREA**	**SAFETY AREA**	**TEMPLATE**
14'h x 48'w	15'4"h x 49'4"w	8"(4")		7.667"h x 24.667"w	7"h x 24"w	6.5"h x 23.5"w	Download
14'h x 48'10"w	15'4"h x 50'2"w	8"(4")		7.667"h x 25.084"w	7"h x 24.417"w	6.5"h x 23.917"w	Download
14'6"h x 49'8"w	15'10"h x 51'w	8"(4")		7.917"h x 25.5"w	7.25"h x 24.833"w	6.75"h x 24.333"w	Download
16'h x 41'w	17'4"h x 42'4"w	8"(4")		8.667"h x 21.167"w	8"h x 20.5"w	7.5"h x 20"w	Download
16'h x 48'w	17'4"h x 49'4"w	8"(4")		8.667"h x 24.667"w	8"h x 24"w	7.5"h x 23.5"w	Download
16'h x 61'w	17'4"h x 62'4"w	8"(4")		8.667"h x 31.167"w	8"h x 30.5"w	7.5"h x 30"w	Download
16'8"h x 10'6"w	18'h x 11'10"w	8"(4")		9"h x 5.917"w	8.333"h x 5.25"w	7.963"h x 4.88"w	Download
18'h x 48'w	19'4"h x 49'4"w	8"(4")		9.667"h x 24.667"w	9"h x 24"w	8.5"h x 23.5"w	Download
19'h x 48'w	20'4"h x 49'4"w	8"(4")		10.167"h x 24.667"w	9.5"h x 24"w	9"h x 23.5"w	Download
19'6"h x 48'w	20'10"h x 49'4"w	8"(4")		10.417"h x 24.667"w	9.75"h x 24"w	9.25"h x 23.5"w	Download
20'h x 48'w	21'4"h x 49'4"w	8"(4")		10.667"h x 24.667"w	10"h x 24"w	9.5"h x 23.5"w	Download
20'h x 60'w	21'4"h x 61'4"w	8"(4")		10.667"h x 30.667"w	10"h x 30"w	9.5"h x 29.5"w	Download
21'h x 30'w	22'h x 31'w	6"(3")		11"h x 15.5"w	10.5"h x 15"w	10"h x 14.5"w	Download
26'h x 24'w	26'8"h x 24'8"w	4"(2")		13.333"h x 12.333"w	13"h x 12"w	12.5"h x 11.5"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
	14'h x 48'w	15'4"h x 49'4"w	8"(4")		7.667"h x 24.667"w	7"h x 24"w	6.5"h x 23.5"w	Download
	30'h x 10'w	31'h x 11'w	6"(3")		15.5"h x 5.5"w	15"h x 5"w	14.63"h x 4.63"w	Download
	48'h x 13'7"w*	49'2"h x 14'9"w	7"(3")		24.584"h x 7.375"w	24"h x 6.792"w	23.5"h x 6.292"w	Download

*On the finished design, a black dividing line must be placed across the design, centered top and bottom. The line is 0.125" tall x 7.375" wide within the File Set-Up dimensions listed above.

Eco-Flex Poster

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

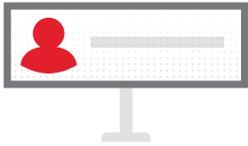**Print Material:** 3.2oz Polyethylene 7oz Seamless Vinyl   **File Set-Up DPI:** 300   **Printed DPI:** 150   **Color Mode:** CMYK

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 Billboards

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

	UNIT #	FILE SET-UP	SAFETY AREA	UNIT SIZE	TEMPLATE
DESIGN SET-UP	732006, 732007, 744001, 744002, 745007, 745008	1800px w x 600px h	1770px w x 570px h	10'h x 30'w	Download
	716002, 800009	1600px w x 400px h	1570px w x 370px h	10'6"h x 36'w	Download
	702001, 710001, 713001, 716001, 716005, 716006, 721001, 731001, 731002, 731003, 731004, 731005, 732003, 732004, 732005, 732008, 733001, 733002, 733004, 734010, 734011, 741001, 741002, 742001, 742002, 743001, 745005, 745006	1400px w x 400px h	1370px w x 370px h	10'6"h x 36'w 14'h x 48'w	Download
	732001, 732002, 734008, 734009, 734012, 734013, 735002, 735003, 744003, 744004, 744005	840px w x 840px h	810px w x 810px h	10'h x 10'w 14'h x 14'w 20'h x 20'w 22'h x 22'w 25'h x 25'w	Download
	712001, 712002, 716003, 716004, 719001, 725001, 725002, 725003, 725004, 728001, 729001, 729002, 729003, 729004, 729005, 739001, 739002, 744006, 744007, 745003, 745004, 746001, 746002, 746003	840px w x 400px h	810px w x 370px h	10'h x 20'w 11'h x 22'w 12'h x 24'w	Download
	734001, 745001, 745002	640px w x 702px h	610px w x 672px h	13'h x 12'w 15'h x 12'w	Download
	800001, 800002, 800003, 800004, 800005, 800006, 800007, 800008, 800010, 800011, 800012, 800013, 800014, 800015, 800016, 800017, 800018, 800019, 800020, 800021, 800022, 800023, 800024, 800025	522px w x 162px h	507px w x 147px h	10'h x 30'w	Download