



Specs & Finishing

Norfolk, VA

Updated 04-06-26



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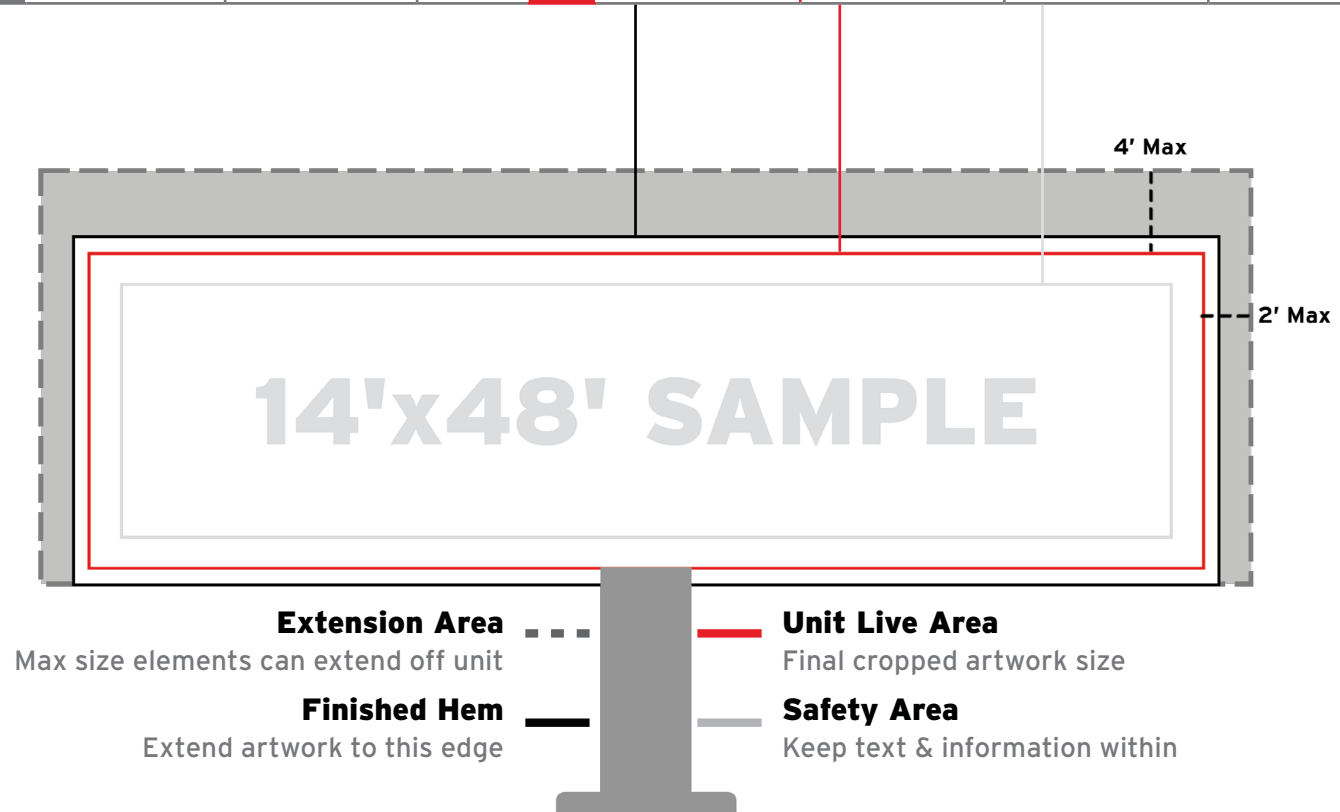
File Set-Up

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	14'10"h x 48'10"w	5"(3")		7.42"h x 24.42"w	7"h x 24"w	6.5"h x 23.5"w	* Download



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_1400x400_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.

Extension Guidelines

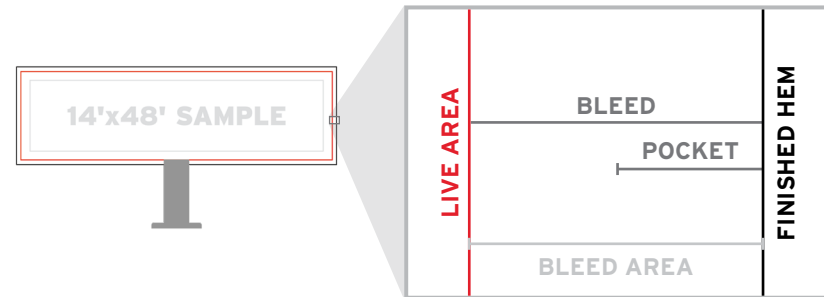
Extensions are design elements that extend beyond the frame to the left, right, or above the live area of the billboard. Regulations vary for each bulletin. Please contact your Account Executive about special projects and pricing.

- » **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

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.



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: adamsnorfolk

Password: norfolk1355

- 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

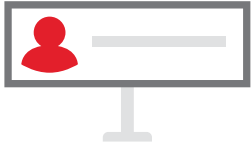
5547 E. Virginia Beach Rd., Norfolk, VA 23502

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.

LIND finishing must include 2" reinforced hem within the live area.

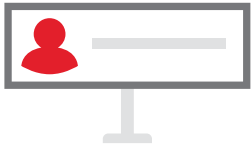
Print Material: 7oz Seamless Vinyl

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
	6'h x 12'w	6'8"h x 12'8"w	4"(3")		3.333"h x 6.333"w	3"h x 6"w	2.75"h x 5.75"w	Download
	9'3"h x 34'7" w LIND: 2404	9'3"h x 34'7" w	0"(2") REINF HEM		4.63"h x 17.29"w	4.63"h x 17.29"w	4.26"h x 16.92"w	Download
	9'4"h x 30'4" w	10'2"h x 31'2" w	5"(3")		5.083"h x 15.583"w	4.673"h x 15.173"w	4.303"h x 14.803"w	Download
	9'4"h x 34'7" w LIND: 2405	9'4"h x 34'7" w	0"(2") REINF HEM		4.67"h x 17.29"w	4.67"h x 17.29"w	4.3"h x 16.92"w	Download
	9'4"h x 35'7" w LIND: 2418-2421	9'4"h x 35'7" w	0"(2") REINF HEM		4.667"h x 17.793"w	4.667"h x 17.793"w	4.303"h x 17.423"w	Download
	9'6"h x 33' w LIND: 2407	9'6"h x 33' w	0"(2") REINF HEM		4.75"h x 16.5"w	4.75"h x 16.5"w	4.38"h x 16.13"w	Download
	9'6.5"h x 34'6" w LIND: 2402	9'6.5"h x 34'6" w	0"(2") REINF HEM		4.77"h x 17.25"w	4.77"h x 17.25"w	4.403"h x 16.883"w	Download
	9'7"h x 34'7" w LIND: 2400, 2401	9'7"h x 34'7" w	0"(2") REINF HEM		4.793"h x 17.293"w	4.793"h x 17.293"w	4.423"h x 16.923"w	Download
	10'h x 30' w	10'10"h x 30'10" w	5"(3")		5.417"h x 15.417"w	5"h x 15"w	4.5"h x 14.5"w	Download
	10'h x 34'9" w LIND: 2403	10'h x 34'9" w	0"(2") REINF HEM		5"h x 17.377"w	5"h x 17.377"w	4.5"h x 16.883"w	Download
	10'1"h x 33' w LIND: 2406, 2408, 2409	10'1"h x 33' w	0"(2") REINF HEM		5.043"h x 16.5"w	5.043"h x 16.5"w	4.673"h x 16.133"w	Download
	10'4"h x 45'7" w LIND: 2505	10'4"h x 45'7" w	0"(2") REINF HEM		5.167"h x 22.793"w	5.167"h x 22.793"w	4.673"h x 22.293"w	Download
	10'6"h x 36' w	11'4"h x 36'10" w	5"(3")		5.667"h x 18.417"w	5.25"h x 18"w	4.75"h x 17.5"w	Download
	10'8"h x 46'7" w LIND: 2376	10'8"h x 46'7" w	0"(2") REINF HEM		5.333"h x 23.293"w	5.333"h x 23.293"w	4.833"h x 22.793"w	Download
	12'h x 20' w	12'10"h x 20'10" w	5"(3")		6.417"h x 10.417"w	6"h x 10"w	5.5"h x 9.5"w	Download
	12'h x 25' w	12'10"h x 25'10" w	5"(3")		6.417"h x 12.917"w	6"h x 12.5"w	5.5"h x 12"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.

LIND finishing must include 2" reinforced hem within the live area.

Print Material: 7oz Seamless Vinyl

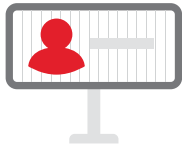
File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT SIZE	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	12'h x 28'w	12'10"h x 28'10"w	5"(3")			6.417"h x 14.417"w	6"h x 14"w	5.63"h x 13.63"w
12'h x 50'w	12'10"h x 50'10"w	5"(3")		6.42"w x 25.42"w	6"h x 25"w	5.63"h x 24.63"w	Download	
13'2"h x 27'0.5"w <small>2051-2, 2053-4, 2055-6</small>	14'h x 27'10.5"w	5"(3")		7"h x 13.94"w	6.58"h x 13.52"w	6.21"h x 13.15"w	Download	
14'h x 48'w*	14'10"h x 48'10"w	5"(3")		7.42"h x 24.42"w	7"h x 24"w	6.5"h x 23.5"w	Download	
14'7"h x 56'7.5"w <small>LIND: 2320, 2321</small>	14'7"h x 56'7.5"w	0"(2") REINF HEM		7.293"h x 28.313"w	7.293"h x 28.313"w	6.793"h x 27.813"w	Download	
19'h x 48'w	19'10"h x 48'10"w	5"(3")		9.92"h x 24.42"w	9.5"h x 24"w	9"h x 23.5"w	Download	
20'h x 60'w	20'10"h x 60'10"w	5"(3")		10.417"h x 30.417"w	10"h x 30"w	9.5"h x 29.5"w	Download	

*Unit 2275 is ordered on Mesh (Print Material)



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
	10'5"h x 22'6"w	10'5"h x 22'6"w	5.35"w	45	N/A		5.21"h x 11.25"w	4.84"h x 10.88"w	Download
14'h x 48'w	14'h x 48'w	5.4375"w	96	N/A	7"h x 24"w	6.5"h x 23.5"w	Download		

Posters

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

LIND finishing must include 2" reinforced hem within the live area.

Print Material: 3.2oz Polyethylene
7oz Seamless Vinyl

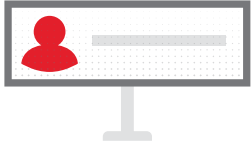
File Set-Up DPI: 300

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
	5'h x 11'w LIND: 3072, 3074	5'h x 11'w	0"(2") REINF HEM		2.5"h x 5.5"w	2.33"h x 5.33"w	Download
9'10.5"h x 22'1.5"w LIND: 4037	9'10.5"h x 22'1.5"w	0"(2") REINF HEM	4.937"h x 11.063"w	4.567"h x 10.69"w	Download		
10'4"h x 22'7"w FX-6 INSERT	10'4"h x 22'7"w	0"(2") PKT IN LIVE	5.167"h x 11.293"w	4.667"h x 10.793"w	Download		
10'4.5"h x 22'7.5"w ECO-FLEX	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	2507	1800px w x 600px h	1770px w x 570px h	10'h x 30'w	Download
	2265	1600px w x 400px h	1570px w x 370px h	12'7.25"h x 47'3"w	Download
	2029, 2030, 2031, 2048, 2049, 2100, 2101, 2128, 2179, 2180, 2181, 2187, 2188, 2208, 2212, 2213, 2252, 2253, 2254, 2255, 2261, 2267, 2298, 2299, 2300, 2301, 2338, 2372, 2506, 2508, 2509	1400px w x 400px h	1370px w x 370px h	10'6"h x 36'w 14'h x 48'w	Download