

**PRINT FILE NAMING:** Advertiser\_ArtName\_FileSize(HxW)\_Date(MM-DD-YY)  
**Example:** McDonalds\_3DollarMealDeal\_14x48\_01-03-26.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:** All printed on vinyl which allows for the reuse of the same vinyl and increases life span of creative.

**THE ECO-FLEX POSTER:** Poster sized and printed on thin vinyl that is posted with clips instead of paste.

*\*3oz material is better for short term posting. 7oz material is better for long term posting.*

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Bulletin	10'h x 30'w	5.66"h x 15.66"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7oz Seamless Vinyl	11'4"h x 31'4"w	8"	4"	150
Eco-Flex Poster	10'4.5"h x 22'7.5"w	5.187"h x 11.313"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.	3.2oz Polyethylene Formetco System	10'4.5"h x 22'7.5"w	FULL	N/A	150		

**THE BACKLIT:** Printed on semi-transparent backlit vinyl. Backlits allow for light to shine through the board creating an eye-catching visual for evening viewers.

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Backlit Green St. 11044	12'1"h x 25'1"w	8.38"h x 14.88"w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	16'9"h x 29'9"w	28"	4"	150
Backlit Neil St. 11039	11'1"h x 23'2"w	6.17"h x 12.21"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.	Backlit 15 oz Vinyl 100% on front	12'4"h x 24'5"w	7.5"	3"	150		
Backlit Vertical 11166	25'1"h x 12'1"w	14.88"h x 8.38"w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	Backlit 15 oz Vinyl 100% on front	29'9"h x 16'9"w	28"	4"	150		

### UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING

CLIENT (to upload): <http://filetrans.adamsoutdoor.com/login.cfm>

u: adamschampaign

p: champaign4460

- 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.

**UNIQUE STRUCTURES:** Single units throughout the market that are uniquely sized.

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	I-74 Bulletin 27055	10'h x 24'w	5.16"h x 12.25"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7oz Seamless Vinyl	10'4" h x 24'6" w	2"	2"	150
	Jr. Wrapped Poster 15180, 15185	6'h x 12'w	3.417h" x 6.33"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7oz Seamless Vinyl	6'10" h x 12'8" w	2"	2"	150
	Mansfield Giant 77003, 77004	20'h x 80'w	10.5"h x 40.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7oz Seamless Vinyl	21'4" h x 81'4" w	4"	4"	150
	Thomasboro Bulletin 37019	12'h x 40'w	6.33"h x 20.33"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7oz Seamless Vinyl	13'h x 41'w	4"	4"	150
	12x25 Vinyl Wrap 11088, 81003, 81004, 81005	12'h x 25'w	6.5"h x 13"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7oz Seamless Vinyl	13'h x 26'w	6"	3"	150
	5 Points 27025	10'10"h x 42'6"w	5.833"h x 21.667"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7oz Seamless Vinyl	11'8"h x 43'4"w	5"	5"	150
	Oversized Bulletin I-74 27001	12'4"h x 50'7"w	6.67"h x 25.79"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7oz Seamless Vinyl	13'4"h x 51'7"w	4"	2"	150
	Oversized Bulletin I-74 27002	12'h x 50'w	6.5"h x 25.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7oz Seamless Vinyl	13'h x 51'w	4"	2"	150
	9'6.97"x29'11.03" LIND 17237	9'6.97"h x 29'11.03"w	4.79"h x 14.96"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7oz Seamless Vinyl	9'6.97" h x 29'11.03" w 2" REINF Hem in Live	0"	0"	150
12'1"x25'1" LIND 11240	12'1" h x 25'1" w	6.04" h x 12.54" w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.	7oz Seamless Vinyl	12'1" h x 25'1" w 2" REINF Hem in Live	0"	0"	150		

**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.

**DIGITAL FILE NAMING:** Advertiser\_ArtName\_PixelFileSize(WxH)\_Date(MM-DD-YY)  
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.**

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES
	17179A, 17201A, 17225A, 17231A, 17233A, 17234A, 88000A, 88001A	10'h x 30'w	1800w x 600h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.
	11036A, 11073A, 61011A	12'h x 25'w	840w x 400h pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.