adams

Specs & Finishing

Florence, SC

Updated 11-03-26



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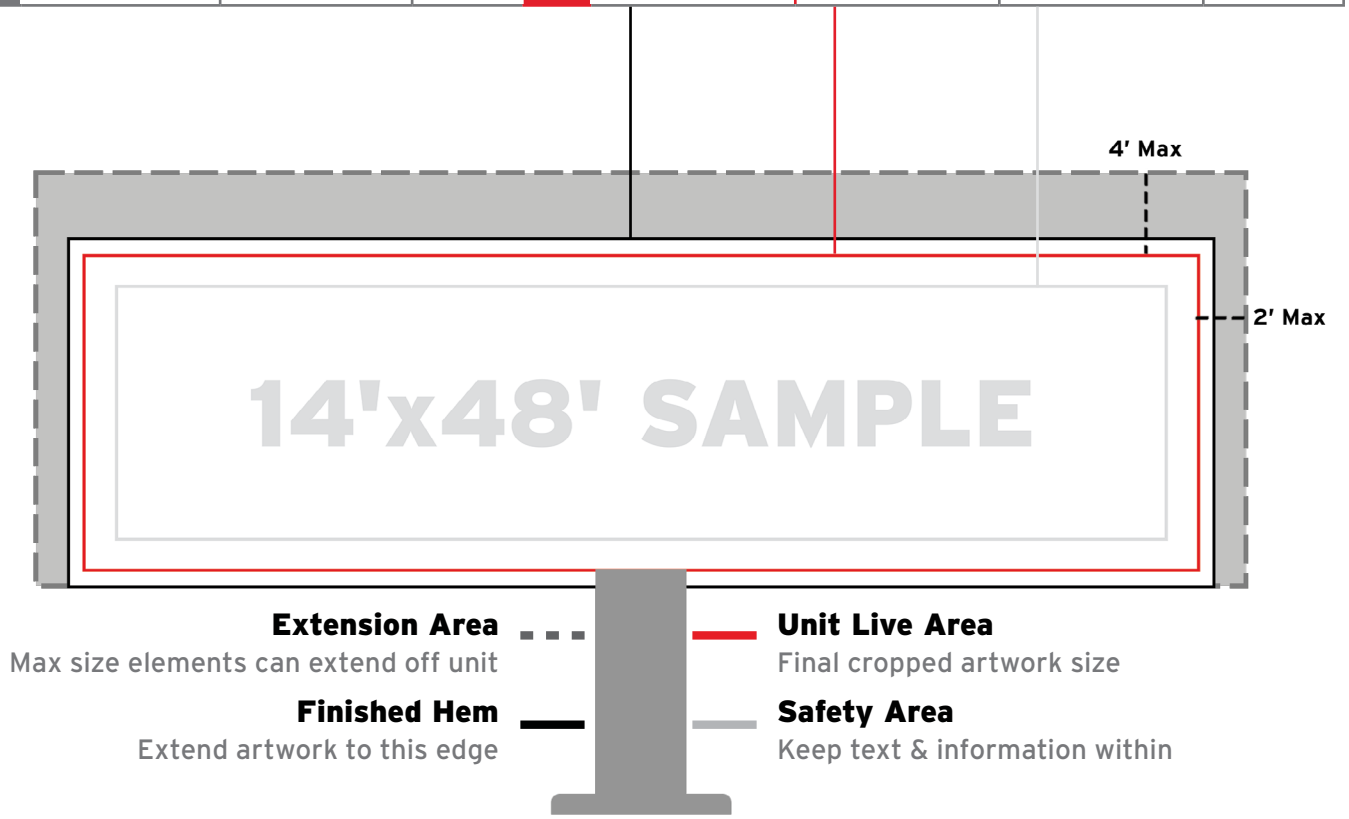
File Set-Up

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	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



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

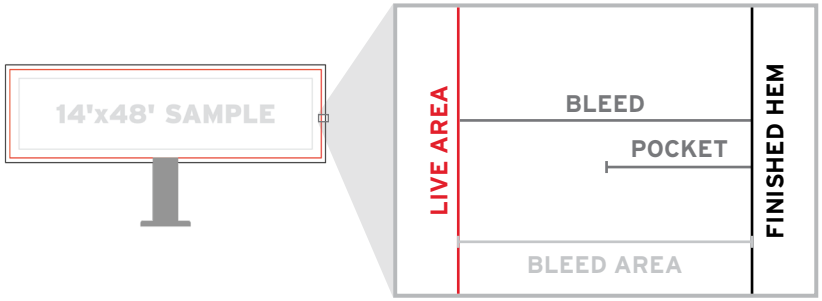
DIGITAL FILE NAMING EXAMPLE:
McDonalds_3DollarMealDeal_1800x600_01-03-26.jpg

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.**
- Extensions cannot exceed 152 sqft.

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.

Delivery

Upload Files to Adams

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

Username: adams
Password: OutdOOr *(O's are zeros)*

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

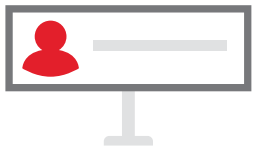
3205 Industry Blvd., Florence, SC 29501

Lost? Let us help!

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

Static Billboards

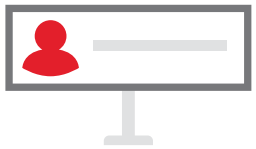
Bulletins



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				DESIGN SET-UP				
	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)		FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	5'5"h x 11'5"w JR POSTER	6'5"h x 12'5"w	6"(3")		3.21"h x 6.21"w	2.71"h x 5.71"w	2.46"h x 5.46"w	Download
	6'h x 12'w JR POSTER	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
	6'2"h x 12'w JR POSTER	7'2"h x 13'w	6"(3")		3.58"h x 6.5"w	3.08"h x 6"w	2.83"h x 5.75"w	Download
	6'3"h x 12'w JR POSTER	7'3"h x 13'w	6"(3")		3.63"h x 6.5"w	3.13"h x 6"w	2.88"h x 5.75"w	Download
	7'h x 20'w	8'h x 21'w	6"(3")		4"h x 10.5"w	3.5"h x 10"w	3.38"h x 9.63"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 24'w	9'h x 25'w	6"(3")		4.5"h x 12.5"w	4"h x 12"w	3.63"h x 11.63"w	Download
	8'h x 32'w	9'h x 33'w	6"(3")		4.5"h x 16.5"w	4"h x 16"w	3.63"h x 15.63"w	Download
	8'h x 34'w	9'h x 35'w	6"(3")		4.5"h x 17.5"w	4"h x 17"w	3.63"h x 16.63"w	Download
	9'h x 24'8"w	10'h x 25'8"w	6"(3")		5"h x 12.83"w	4.5"h x 12.33"w	4.13"h x 11.96"w	Download
	9'h x 30'w	10'h x 31'w	6"(3")		5"h x 15.5"w	4.5"h x 15"w	4.13"h x 14.63"w	Download
	9'2"h x 24'6"w	10'2"h x 25'6"w	6"(3")		5.08"h x 12.75"w	4.58"h x 12.25"w	4.21"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	4.26"h x 11.88"w	Download
	10'h x 14'w	11'h x 15'w	6"(3")		5.5"h x 7.5"w	5"h x 7"w	4.75"h x 6.75"w	Download
	10'h x 15'w	11'h x 16'w	6"(3")		5.5"h x 8"w	5"h x 7.5"w	4.75"h x 7.25"w	Download
	10'h x 16'w	11'h x 17'w	6"(3")		5.5"h x 8.5"w	5"h x 8"w	4.75"h x 7.75"w	Download

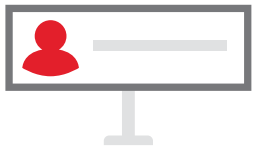


Bulletins (cont.)

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'h x 20'w	11'h x 21'w	6"(3")		5.5"h x 10.5"w	5"h x 10"w	4.65"h x 9.65"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 24'4"w	11'h x 25'4"w	6"(3")		5.5"h x 12.67"w	5"h x 12.17"w	4.65"h x 11.82"w	Download
10'h x 28'w	11'h x 29'w	6"(3")		5.5"h x 14.5"w	5"h x 14"w	4.63"h x 13.63"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'w 8353	12'6"h x 32'6"w	15"(3")		6.25"h x 16.25"w	5"h x 15"w	4.63"h x 14.63"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 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"	Download
10'h x 50'w	11'h x 51'w	6"(3")		5.5"h x 25.5"w	5"h x 25"w	4.5"h x 24.5"w	Download
10'4"h x 22'7"w	11'4"h x 23'7"w	6"(3")		5.67"h x 11.79"w	5.17"h x 11.29"w	4.82"h x 10.94"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 29'w	11'6"h x 30'w	6"(3")		5.75"h x 15"w	5.25"h x 14.5"w	4.88"h x 14.13"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
10'6"h x 30'10"w	11'6"h x 31'10"w	6"(3")		5.75"h x 15.92"w	5.25"h x 15.42"w	4.75"h x 14.92"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 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
10'7"h x 36'w	11'7"h x 37'w	6"(3")		5.79"h x 18.5"w	5.29"h x 18"w	4.79"h x 17.5"w	Download

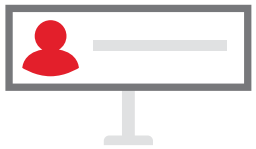


Bulletins (cont.)

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
	10'7"h x 38'6"w	11'7"h x 39'6"w	6"(3")		5.79"h x 19.75"w	5.29"h x 19.25"w	4.79"h x 18.75"w	Download
	10'7"h x 40'w	11'7"h x 41'w	6"(3")		5.79"h x 20.5"w	5.29"h x 20"w	4.79"h x 19.5"w	Download
	10'7"h x 40'6"w	11'7"h x 41'6"w	6"(3")		5.79"h x 20.75"w	5.29"h x 20.25"w	4.79"h x 19.75"w	Download
	11'5"h x 37'4"w	12'5"h x 38'4"w	6"(3")		6.21"h x 19.17"w	5.71"h x 18.67"w	5.21"h x 18.17"w	Download
	12'h x 25'w F300 POSTER WRAP	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 32'w	13'h x 33'w	6"(3")		6.5"h x 16.5"w	6"h x 16"w	5.5"h x 15.5"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 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 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 36'w	15'h x 37'w	6"(3")		7.5"h x18.5"w	7"h x 18"w	6.5"h x 17.5"w	Download
	14'h x 40'w	15'h x 41'w	6"(3")		7.5"h x 20.5"w	7"h x 20"w	6.5"h x 19.5"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
	16'h x 50'w	17'h x 51'w	6"(3")		8.5"h x 25.5"w	8"h x 25"w	7.5"h x 24.5"w	Download
	18'h x 21'w	19'h x 22'w	6"(3")		9.5"h x 11"w	9"h x 10.5"w	8.5"h x 10"w	Download
	19'h x 24'w	20'h x 25'w	6"(3")		10"h x 12.5"w	9.5"h x 12"w	9.13"h x 11.63"w	Download
	19'3"h x 20'w F8335, H8335	20'3"h x 21'w	6"(3")		10.13"h x 10.5"w	9.63"h x 10"w	9.13"h x 9.5"w	Download
	21'h x 60'w	22'h x 61'w	6"(3")		11"h x 30.5"w	10.5"h x 30"w	10"h x 29.5"w	Download
	21'3"h x 32'w	22'3"h x 33'w	6"(3")		11.13"h x 16.5"w	10.63"h x 16"w	10.13"h x 15.5"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
	21'10"h x 32'3"w	22'10"h x 33'3"w	6"(3")		11.42"h x 16.63"w	10.92"h x 16.13"w	10.42"h x 15.63"w	Download
	22'3"h x 40'1"w	23'3"h x 41'1"w	6"(3")		11.63"h x 20.54"w	11.13"h x 20.04"w	10.63"h x 19.54"w	Download
	22'6"h x 40'w	23'6"h x 41'w	6"(3")		11.75"h x 20.5"w	11.25"h x 20"w	10.75"h x 19.5"w	Download
	24'h x 30'w	25'h x 31'w	6"(3")		12.5"h x 15.5"w	12"h x 15"w	11.5"h x 14.5"w	Download
	24'6"h x 36'w	25'6"h x 37'w	6"(3")		12.75"h x 18.5"w	12.25"h x 18"w	11.75"h x 17.5"w	Download
	24'7"h x 31'3"w	25'7"h x 32'3"w	6"(3")		12.79"h x 16.13"w	12.29"h x 15.63"w	11.79"h x 15.13"w	Download
	24'9"h x 31'3"w	25'9"h x 32'3"w	6"(3")		12.88"h x 16.13"w	12.38"h x 15.63"w	11.88"h x 15.13"w	Download
	24'9"h x 36'w	25'9"h x 37'w	6"(3")		12.88"h x 18.5"w	12.38"h x 18"w	11.88"h x 17.5"w	Download
	25'3"h x 36'w	26'3"h x 37"w	6"(3")		13.13"h x 18.5"w	12.63"h x 18"w	12.13"h x 17.5"w	Download
	25'6"h x 36'w	26'6"h x 37'w	6"(3")		13.25"h x 18.5"w	12.75"h x 18"w	12.25"h x 17.5"w	Download
	26'h x 25'w	27'h x 26'w	6"(3")		13.5"h x 13"w	13"h x 12.5"w	12.5"h x 12"w	Download
	26'1"h x 40'1"w	27'1"h x 41'1"w	6"(3")		13.54"h x 20.54"w	13.04"h x 20.04"w	12.54"h x 19.54"w	Download
	26'6"h x 23'3"w	27'6"h x 24'3"w	6"(3")		13.75"h x 12.13"w	13.25"h x 11.63"w	12.75"h x 11.13"w	Download
	26'6"h x 40'5"w	27'6"h x 41'5"w	6"(3")		13.75"h x 20.71"w	13.25"h x 20.21"w	12.75"h x 29.71"w	Download
	26'8"h x 40'w	27'8"h x 41'w	6"(3")		13.83"h x 20.5"w	13.33"h x 20"w	12.83"h x 19.5"w	Download
	27'2"h x 36'w	28'2"h x 37'w	6"(3")		14.08"h x 18.5"w	13.58"h x 18"w	13.08"h x 17.5"w	Download
	28'h x 26'w	29'h x 27'w	6"(3")		14.5"h x 13.5"w	14"h x 13"w	13.5"h x 12.5"w	Download
	36'3"h x 12'w F8111, G8111	37'3"h x 13'w	6"(3")		18.63"h x 6.5"w	18.13"h x 6"w	17.63"h x 5.5"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
	10'4"h x 22'7"w	11'4"h x 23'7"w	6"(3")		5.67"h x 11.79"w	5.17"h x 11.29"w	4.82"h x 10.94"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



Posters

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

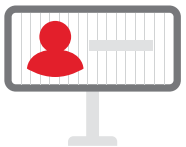
Print Material: 3.2oz Polyethylene
7oz Seamless Vinyl

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 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



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

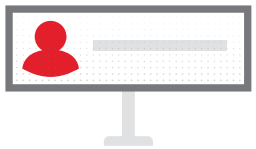
File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT SIZE	FINISHED HEM	PANELS	SLATS	DESIGN SET-UP	FILE SET-UP	SAFETY AREA	BLEED (POCKET)	TEMPLATE
	10'6"h x 36'w 8348	10'5"h x 36'w	5.375"w	72		5.21"h x 18"w	4.84"h x 17.63"w	N/A	Download
	12'h x 24'w 28226, P990	11'11"h x 24'w	5.375"w	48		5.96"h x 12"w	5.59"h x 11.63"w	N/A	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

DESIGN SET-UP

UNIT #	FILE SET-UP	SAFETY AREA	UNIT SIZE	TEMPLATE
22170, 83061, D8130, D8449, D8488L, D8488R, F5432, F8402, F8413, G5432, G8266, G8374,G8400, G8403, G8411	1800px w x 600px h	1770px w x 570px h	9'5.5"h x 29'4.75"w 10'h x 30'w 10'3"h x 30'w 12'h x 36'w	Download
D8228, F7027, F8133, F8258, F8348, F8397, G8133, G8188, G8394, HY8472B, HY8509A	1400px w x 400px h	1370px w x 370px h	10'h x 30'w 10'6"h x 36'w 10'6"h x 30'5"w 14'h x 48'w	Download
8395, D7084, D8064, D8110, F7084, F8393, F8396, G4096, G8393, G8396, HY8481A	840px w x 400px h	810px w x 370px h	10'6"h x 22'w 11'h x 22'w 11'6"h x 24'w 11'6.5"h x 24'1.75"w 12'h x 24'w 12'h x 25'w 12'0.25"h x 24'0.25"w	Download
HY8474B, HY8491A, HY8493A, HY8496A, HY8496B, HY8498A, HY8504A	820px w x 220px h	810px w x 370px h	9'2"h x 34'1"w 10'2"h x 35'4"w 10'6"h x 36'w	Download
HY8456A	522px w x 162px h	810px w x 370px h	11'h x 34'8"w	Download