

**PRINT FILE NAMING:** Advertiser\_ArtName\_FileSize(HxW)\_Date(MM-DD-YY)  
**Example:** McDonalds\_3DollarMealDeal\_14x48\_01-03-24.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:** Ranging from smaller size to traditional size billboards. All printed on vinyl which allows for the reuse of the same vinyl and increases life span of creative. With vinyl there is the added option of extensions.

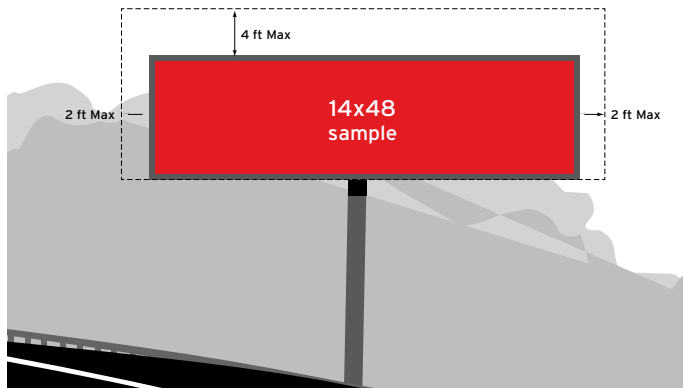
| MECHANICAL SET-UP        | PRODUCT                  | LIVE AREA         | FILE SET-UP SIZE   | FILE SET-UP NOTES  | FINISHING DETAILS | PRINT MATERIAL     | FINISHED HEM    | BLEED | POCKET | DPI |
|--------------------------|--------------------------|-------------------|--|--|-------------------|--------------------|-----------------|-------|--------|-----|
|                          | Bulletin 10'h x 30'w     | 10'h x 30'w       | 5.5"h x 15.5"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 11'h x 31'w     | 3"    | 3"     | 150 |
|                          | Bulletin 10'h x 30'11"w  | 10'h x 30'11"w    | 5.5"h x 15.96"w  | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 11'h x 31'11"w  | 3"    | 3"     | 150 |
|                          | Bulletin 11'4"h x 47'2"w | 11'4"h x 47'2"w   | 6.17"h x 24.08"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 12'4"h x 48'2"w | 3"    | 3"     | 150 |
|                          | Bulletin 12'h x 24'w     | 12'h x 24'w       | 6.5"h x 12.5"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 13'h x 25'w     | 3"    | 3"     | 150 |
|                          | Bulletin 12'h x 25'w     | 12'h x 25'w       | 6.5"h x 13"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 13'h x 26'w     | 3"    | 3"     | 150 |
|                          | Bulletin 12'h x 35'6"w   | 12'h x 35'6"w     | 6.5"h x 18.25"w  | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 13'h x 36'6"w   | 3"    | 3"     | 150 |
|                          | Bulletin 12'h x 36'w     | 12'h x 36'w       | 6.5"h x 18.5"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 13'h x 37'w     | 3"    | 3"     | 150 |
|                          | Bulletin 12'h x 40'w     | 12'h x 40'w       | 6.5"h x 20.5"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 13'h x 41'w     | 3"    | 3"     | 150 |
|                          | Bulletin 12'h x 42'w     | 12'h x 42'w       | 6.5"h x 21.5"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 13'h x 43'w     | 3"    | 3"     | 150 |
|                          | Bulletin 12'h x 42'9"w   | 12'h x 42'9"w     | 6.5"h x 21.88"w  | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 13'h x 43'9"w   | 3"    | 3"     | 150 |
|                          | Bulletin 12'h x 44'w     | 12'h x 44'w       | 6.5"h x 22.5"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 13'h x 45'w     | 3"    | 3"     | 150 |
|                          | Bulletin 12'h x 48'w     | 12'h x 48'w       | 6.5"h x 24.5"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 13'h x 49'w     | 3"    | 3"     | 150 |
|                          | Bulletin 14'h x 38'6"w   | 14'h x 38'6"w     | 7.5"h x 19.75"w  | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 15'h x 39'6"w   | 3"    | 3"     | 150 |
|                          | Bulletin 14'h x 48'w     | 14'h x 48'w       | 7.5"h x 24.5"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |                   | 7oz Seamless Vinyl | 15'h x 49'w     | 3"    | 3"     | 150 |
| Bulletin 19'6"h x 48'w   | 19'6"h x 48'w            | 10.25"h x 24.5"w  | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. | 7oz Seamless Vinyl   | 20'6"h x 49'w     | 3"                 | 3"              | 150   |        |     |
| Bulletin 24'h x 24'w     | 24'h x 24'w              | 12.5"h x 12.5"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. | 7oz Seamless Vinyl   | 25'h x 25'w       | 3"                 | 3"              | 150   |        |     |
| Bulletin 25'6"h x 24'6"w | 25'6"h x 24'6"w          | 13.25"h x 12.75"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. | 7oz Seamless Vinyl   | 26'6"h x 25'6"w   | 3"                 | 3"              | 150   |        |     |

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

| SET-UP      | PRODUCT                          | LIVE AREA           | FILE SET-UP SIZE  | FILE SET-UP NOTES   | FINISHING  | PRINT MATERIAL                     | FINISHED HEM        | BLEED | POCKET | DPI |
|-------------|----------------------------------|---------------------|---|---|------------|------------------------------------|---------------------|-------|--------|-----|
|             | Eco-Flex Poster<br>10'5" x 22'8" | 10'4.5"h x 22'7.5"w | 5.208"h x 11.166"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 |
| Porta-Panel | 5'h x 11'w                       | 2.833"h x 5.833"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area. | Paper   | 5'h x 11'w | N/A                                | N/A                 | 150   |        |     |

**THE TRIVISION:** Showcases 3 different ads/clients by use of tall vertical prisms that rotate on a set schedule.

| SET-UP                          | PRODUCT          | LIVE AREA       | FILE SET-UP SIZE   | FILE SET-UP NOTES  | FINISHING | PRINT MATERIAL         | FINISHED HEM | BLEED | POCKET | DPI |
|---------------------------------|------------------|-----------------|--|--|-----------|------------------------|--------------|-------|--------|-----|
|                                 | TriVision Poster | 10'5"h x 22'8"w | 5.21"h x 11.33"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. |           | 15pt. Calendered Vinyl | N/A          | N/A   | N/A    | 150 |
| TriVision Bulletin<br>14' x 48' | 14'h x 48'w      | 7"h x 24"w      | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area. | 15pt. Calendered Vinyl   | N/A       | N/A                    | N/A          | 150   |        |     |



**\*Adams must speak with printer prior to production.**  
Any deviation from specs may result in delayed posting and/or additional cost.

### CONTACTS:

#### Bulletins & Posters

Ship to:  
Adams Outdoor Advertising  
3801 Capital City Blvd  
Lansing, MI 48906

### FOLDING SPECIFICS:

- All banners need to be fan folded from bottom to top and need to be max **2' in width.**
- The top of banner should be at the top when finished folding.
- The vertical seam where the two banners meet the grommets do not line up side by side the image will not line up.

**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\_1400x400\_01-03-24.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.**

|        | PRODUCT  | LIVE AREA       | FILE SET-UP SIZE    | FILE SET-UP NOTES   |
|--------|--|-----------------|---------------------|---|
| SET-UP | 775  | 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. |
|        | 126, 132, 612, 616, 828, 3100, 3250, 6715, 6716, J928, R0215, R160 | 14'h x 48'w     | 1400w 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. |
|        | VS8  | 25'6"h x 24'6"w | 840w x 840h pixels  | 72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area. |
|        | R125   | 11'6"h x 31'6"w | 600w x 220h pixels  | 72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area. |
|        | 3200   | 38'h x 16'w     | 576w x 1296h pixels | 72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area. |
|        | 136  | 10'h x 30'w     | 464w x 144h pixels  | 72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area. |

**UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING**

CLIENT (to upload): <http://filetrans.adamsoutdoor.com/login.cfm>  
 u: adamslansing  
 p: lansing2121

- 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.

**LANSING IMPRESSION BASED DIGITAL SIZES**

- 1800w x 600h pixels
- 1400w x 400h pixels
- 840w x 840h pixels
- 600w x 220h pixels
- 576w x 1296h pixels
- 464w x 144h pixels

**MICHIGAN IMPRESSION BASED DIGITAL SIZES**

- 1800w x 600h pixels
- 1600w x 400h pixels
- 1400w x 400h pixels
- 896w x 368h pixels
- 840w x 840h pixels
- 820w x 220h pixels
- 600w x 220h pixels
- 576w x 1296h pixels
- 576w x 360h pixels
- 464w x 144h pixels
- 450w x 550h pixels