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, Abobe 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.
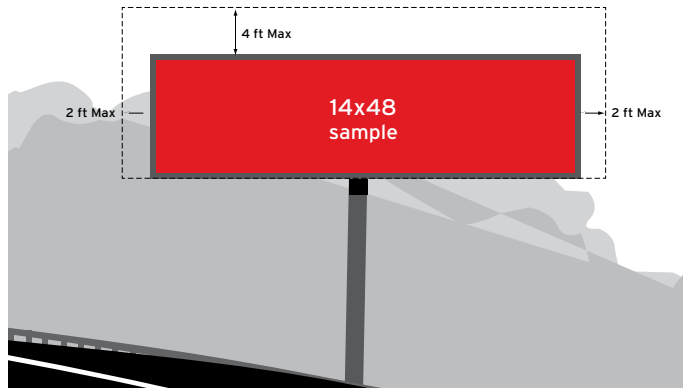
PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
Bulletin 4'h x 8'w	4'h x 8'w	2.5"h x 4.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	7oz Seamless Vinyl	5'h x 9'w	3"	3"	150
Bulletin 5'h x 12'w	5'h x 12'w	3"h x 6.5"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	6'h x 13'w	3"	3"	150
Bulletin 6'h x 12'w	6'h x 12'w	3.5"h x 6.5"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	7'h x 13'w	3"	3"	150
Bulletin 8'h x 14'w	8'h x 14'w	4.5"h x 7.5"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	9'h x 15'w	3"	3"	150
Bulletin 10'h x 20'w	10'h x 20'w	5.5"h x 10.5"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 21'w	3"	3"	150
Bulletin 10'h x 24'w	10'h x 24'w	5.5"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	11'h x 25'w	3"	3"	150
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 32'w	10'h x 32'w	5.5"h x 16.5"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 33'w	3"	3"	150
Bulletin 10'h x 36'w	10'h x 36'w	5.5"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	11'h x 37'w	3"	3"	150
Bulletin 10'h x 40'w	10'h x 40'w	5.5"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	11'h x 41'w	3"	3"	150
Bulletin 10'6"h x 36'w	10'6"h x 36'w	5.75"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	11'6"h x 37'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 38'w	12'h x 38'w	6.5"h x 19.5"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 39'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 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 12'h x 50'w	12'h x 50'w	6.5"h x 25.5"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 51'w	3"	3"	150
Bulletin 14'h x 36'w	14'h x 36'w	7.5"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	15'h x 37'w	3"	3"	150

MECHANICAL SET-UP

FINISHING DETAILS

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					FINISHING DETAILS					
PRODUCT	**LIVE AREA**	**FILE SET-UP SIZE**	**FILE SET-UP NOTES**			**PRINT MATERIAL**	**FINISHED HEM**	**BLEED**	**POCKET**	**DPI**
Bulletin 14'h x 44'w	14'h x 44'w	7.5"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	15'h x 45'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 15'h x 50'w	15'h x 50'w	8"h x 25.5"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	16'h x 51'w	3"	3"	150
Bulletin 27'4"h x 24'6"w	27'4"h x 24'6"w	14.17"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	28'4"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				FINISHING					
PRODUCT	**LIVE AREA**	**FILE SET-UP SIZE**	**FILE SET-UP NOTES**		**PRINT MATERIAL**	**FINISHED HEM**	**BLEED**	**POCKET**	**DPI**
Eco-Flex Poster 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

4 ft Max

2 ft Max

14x48 sample

2 ft Max

==*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
407 E. Ransom Street
Kalamazoo, MI 49007

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	BCD94W, BHD101, KD6247E, KD37206	10'h x 30'w 12'h x 42'w 14'h x 48'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.
	KD111, KD4197W	12'h x 42'w 14'h x 48'w	1600w 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.
	BCDBeckleyE, BCDBeckleyW, GRD1, GRD2, HD31N, KD131N, KD131S, KD2700, KD2701, KD4408, KD4410, KD13143N, KD13143S, KD37193, KD37194, KD37205, KDshaverN, KDshaverS	9'6"h x 31'6"w 10'h x 30'w 10'6"h x 36'w 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.
	KD491	12'h x 42'w	820w 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.
	KD94WingsE, KD94WingsW	20'4"h x 33'w	576w x 360h 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: adamskalamazoo
p: kalamazoo9831

- 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.

WEST MICH IMPRESSION BASED DIGITAL SIZES

1800w x 600h pixels
1600w x 400h pixels
1400w x 400h pixels
820w x 220h pixels
576w x 360h 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