adams

FINISHING SPECS and FILE SETUP

STATIC BULLETINS

	FINISHING SPECS						FILE SETUP				
UNIT SIZE or NUMBER	BLEED	POCKET	FINISHED SIZE	SUBSTRATE	OUTPUT		LIVE AREA	BLEED	TOTAL FILE SIZE	RESOLUTION	SETUP NOTES
14' h x 48' w	2"	3"	14'10" h x 48'10" w	7 oz Seamless Vinyl	150		24" w x 7" h	0.21"	24.42" w x 7.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
10'6" h x 36' w	2"	3"	11'4" h x 36'10" w	7 oz Seamless Vinyl	150		18" w x 5.25 h	0.21"	18.42" w x 5.67" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
20' h x 60' w	2"	3"	20'10" h x 60'10" w	7 oz Seamless Vinyl	150		30" w x 10" h	0.21"	30.42" w x 10.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
10' h x 30' w	2"	3"	10'10" h x 30'10" w	7 oz Seamless Vinyl	150		15" w x 5" h	0.21"	15.42" w x 5.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
12' h x 28' w	2"	3"	12'10" h x 28'10" w	7 oz Seamless Vinyl	150		14" w x 6" h	0.21"	14.42" w x 6.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
12' h x 25' w	2"	3"	12'10" h x 25'10" w	7 oz Seamless Vinyl	150		12.5" w x 6" h	0.21"	12.92" w x 6.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
14' h x 28' w	2"	3"	14'10" h x 28'10" w	7 oz Seamless Vinyl	150		14" w x 7" h	0.21"	14.42" w x 7.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
12' h x 20' w	2"	3"	12'10" h x 20'10" w	7 oz Seamless Vinyl	150		10" w x 6" h	0.21"	10.42" w x 6.42" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE
9'4" h x 30'4" w	2"	3"	10'2" h x 31'2" w	7 oz Seamless Vinyl	150		15.166" w x 4.666" h	0.21"	15.586" w x 5.086" h	300 DPI	PORTIONS OF BLEED AREA MAY BE VIEWABLE

STATIC BULLETINS (CONT.)

	FINISHING SPECS					FILE SETUP				
UNIT SIZE or NUMBER	BLEED	POCKET	FINISHED SIZE	SUBSTRATE	OUTPUT	LIVE AREA	BLEED	TOTAL FILE SIZE	RESOLUTION	SETUP NOTES
Units: 2247	Lind Media Finishing 2" reinforced hem		14'5" h x 48'11" w	7 oz Seamless Vinyl	150	24.458" w x 7.208" h	NONE	24.458" w x 7.208" h	300 DPI	TOTAL FILE IS VIEWABLE
Units: 2320, 2321	Lind Media Finishing 2" reinforced hem		14'7" h x 56'7.5" w	7 oz Seamless Vinyl	150	28.313" w x 7.292" h	NONE	28.313" w x 7.292" h	300 DPI	TOTAL FILE IS VIEWABLE
Units: 2376	Lind Media Finishing 2" reinforced hem		10'8" h x 46'7" w	7 oz Seamless Vinyl	150	23.29" w x 5.333" h	NONE	23.29" w x 5.333" h	300 DPI	TOTAL FILE IS VIEWABLE
Units: 2418-19-20-21	Lind Media Finishing 2" reinforced hem		9'4" h x 35'7" w	7 oz Seamless Vinyl	150	17.792" w x 4.666" h	NONE	17.792" w x 4.666" h	300 DPI	TOTAL FILE IS VIEWABLE
Units: 2407	Lind Media Finishing 2" reinforced hem		9'5" h x 32'9.5" w	7 oz Seamless Vinyl	150	16.396" w x 4.709" h	NONE	16.396" w x 4.709" h	300 DPI	TOTAL FILE IS VIEWABLE
Units: 2409	Lind Media Finishing 2" reinforced hem		9'4" h x 32'11" w	7 oz Seamless Vinyl	150	16.459" w x 4.666" w	NONE	16.459" w x 4.666" w	300 DPI	TOTAL FILE IS VIEWABLE
Units: 2406, 2408	Lind Media Finishing 2" reinforced hem		10' h x 32'10" w	7 oz Seamless Vinyl	150	16.42" w x 5" h	NONE	16.42" w x 5" h	300 DPI	TOTAL FILE IS VIEWABLE
Units: 2400, 2401	Lind Media Finishing 2" reinforced hem		9'7" h x 34'7" w	7 oz Seamless Vinyl	150	17.292" w x 4.79" h	NONE	17.292" w x 4.79" h	300 DPI	TOTAL FILE IS VIEWABLE
Units: 2402-03-04-05	Lind Media Finishing 2" reinforced hem		9'6.5" h x 34'6" w	7 oz Seamless Vinyl	150	17.25" w x 4.772" h	NONE	17.25" w x 4.772" h	300 DPI	TOTAL FILE IS VIEWABLE
Units: 2505	Lind Media Finishing 2" reinforced hem		10'4" h x 45'7" w	7 oz Seamless Vinyl	150	22.8" w x 5.167" h	NONE	22.8" w x 5.167" h	300 DPI	TOTAL FILE IS VIEWABLE

POSTERS

	FINISHING SPECS					FILE SETUP				
PRODUCT	BLEED	POCKET	FINISHED SIZE	SUBSTRATE	OUTPUT	LIVE AREA	BLEED	TOTAL FILE SIZE	RESOLUTION	SETUP NOTES
Single Sheet Poster (SSP)	NONE	NONE	10'4.5" h x 22'7.5" w	3.2 oz Seamless Vinyl	150	11.313" w x 5.187" h	NONE	11.313" w x 5.187" h	300 DPI	TOTAL FILE IS VIEWABLE
FX-6 Vinyl Insert	NONE	2"	10'4" h x 22'7" w	7 oz Seamless Vinyl	150	11.292" w x 5.167" h	NONE	11.292" w x 5.167" h	300 DPI	TOTAL FILE IS VIEWABLE
6x12 JR Poster Wrap	1"	3"	6'8" h x 12'8" w	7 oz Seamless Vinyl	150	6" w x 3" h	NONE	6.333" w x 3.333" h	300 DPI	TOTAL FILE IS VIEWABLE
Lind Media Poster	Lind Media Finishing 2" reinforced hem		9'10.5" h x 22'1.5" w	7 oz Seamless Vinyl	150	11.06" w x 4.94" h	NONE	11.06" w x 4.94" h	300 DPI	TOTAL FILE IS VIEWABLE
Lind Media Jr. Poster Units: 3072-3074	Lind Media Finishing 2" reinforced hem		5' h x 11' w	7 oz Seamless Vinyl	150	5.5" w x 2.5" h	NONE	5.5" w x 2.5" h	300 DPI	TOTAL FILE IS VIEWABLE

TRIVISIONS

	FINISHING SPECS					FILE SETUP				
PRODUCT	LOUVERS		FINISHED SIZE	SUBSTRATE	OUTPUT	LIVE AREA	BLEED	TOTAL FILE SIZE	RESOLUTION	SETUP NOTES
Trivision Poster (Formetco)	45 louvers, 5.35" wide, 1/2" gap		10'5" h x 22'6" w	15pt. Calendered Vinyl	150	11.25" w x 5.208" h	NONE	11.25" w x 5.208" h	300 DPI	TOTAL FILE IS VIEWABLE
Trivision Bulletin (Formetco)	96 louvers, 5 7/16" wide, 1/2" gap		14' h x 48' w	15pt. Calendered Vinyl	150	24" w x 7" h	NONE	24" w x 7" h	300 DPI	TOTAL FILE IS VIEWABLE

DIGITAL BULLETINS

UNIT NUMBER	REQUIRED DIMENSIONS	PHYSICAL LIVE AREA	FILE SET-UP NOTES
2029, 2030, 2031, 2048, 2049, 2100, 2101, 2179, 2180, 2181, 2187, 2188, 2208, 2212, 2213, 2252, 2253, 2254, 2255, 2261, 2265, 2267, 2298, 2299, 2300, 2301, 2338, 2372	1400 w x 400 h pixels	14'h x 48'w 10'6"h x 36'w	72 dpi / RGB / JPEG. Bleed art to edge.

ONLINE ADVERTISING

STANDARD ADS
• File Size: Max file size is 150kb
• Additional Ad Sizes: 300 x 600, 336 x 280, and 468 x 60
• Image Formats: .jpg & .png

ADS MAY NOT
• Contain fake hyperlinks
• Resemble Windows, Unix, or Mac dialog boxes
• Simulate fake interactivity
• Initiate downloads
• Be intrusive
• Contain misleading content
• All website materials must meet Google
  advertising standards, some restrictions apply

FACEBOOK
• File Size: Max file size is 1MB
• Dimensions: 1200 x 628 px
• Headline: 25 characters or less
• Body Text: 90 characters or less
• Destination URL
• Image may not include more than 20% text
• Check image text here.

GEO FENCING GEO TARGETING
• File Size: Max file size is 150 kB.
• Dimensions: 320 x 50 required size.
• Other Dimensions: 300 x 50, 320 x 50, 320 x 480 and 728 x 90
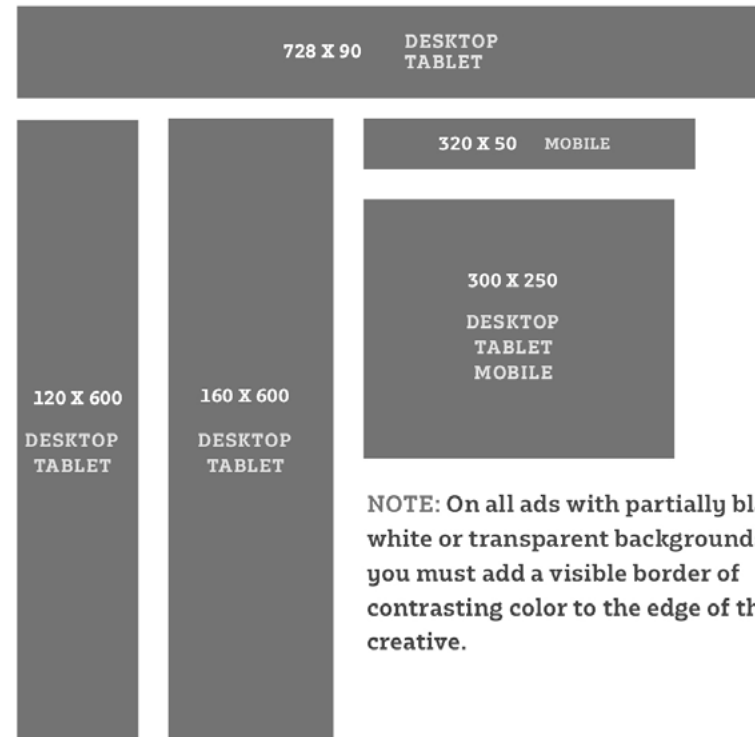 (mobile run of network)

ANIMATED ADS
• Maximum of 18 frames per second.
• Maximum animation length of 30 seconds with no more than two loops
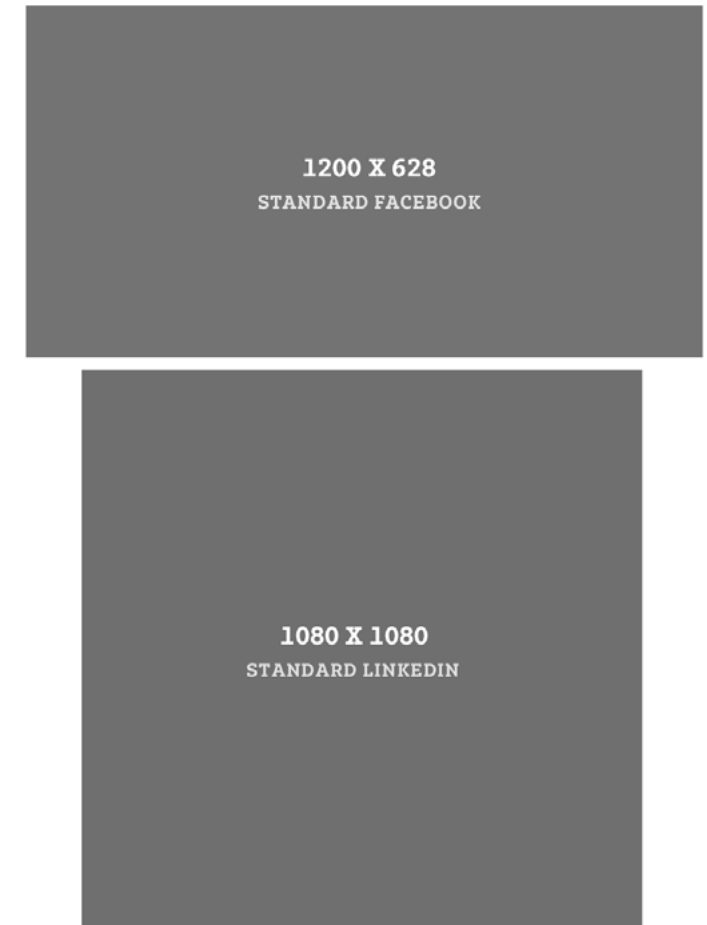• Ads can be run in "in-banner", pre-roll and standard video

TIMING
• Please allow 2-3 business days from ad order submission for launches

STANDARD FIVE

728 X 90 — DESKTOP TABLET

320 X 50 MOBILE

300 X 250 DESKTOP TABLET MOBILE

120 X 600 DESKTOP TABLET

160 X 600 DESKTOP TABLET

NOTE: On all ads with partially black, white or transparent backgrounds, you must add a visible border of contrasting color to the edge of the creative.

SOCIAL MEDIA

1200 X 628
STANDARD FACEBOOK

1080 X 1080
STANDARD LINKEDIN

VIDEO + HTML5 CREATIVE

VIDEO STANDARDS
- Dimensions: 1920 x 1080 px, 960 x 540 px, 940 x 720 px
- Audio bitrate: 128 kbps or higher
- Video bitrate: 2.0 Mbps or higher
- Preferred format: mp4 (h.264)
- Max video file size: 10 MB with max final load size of 200MB
- Max In-Banner video file size: 5MB

PLAYBACK METHOD
- Auto-play sound: on/off (click to play is preferred by publishers)
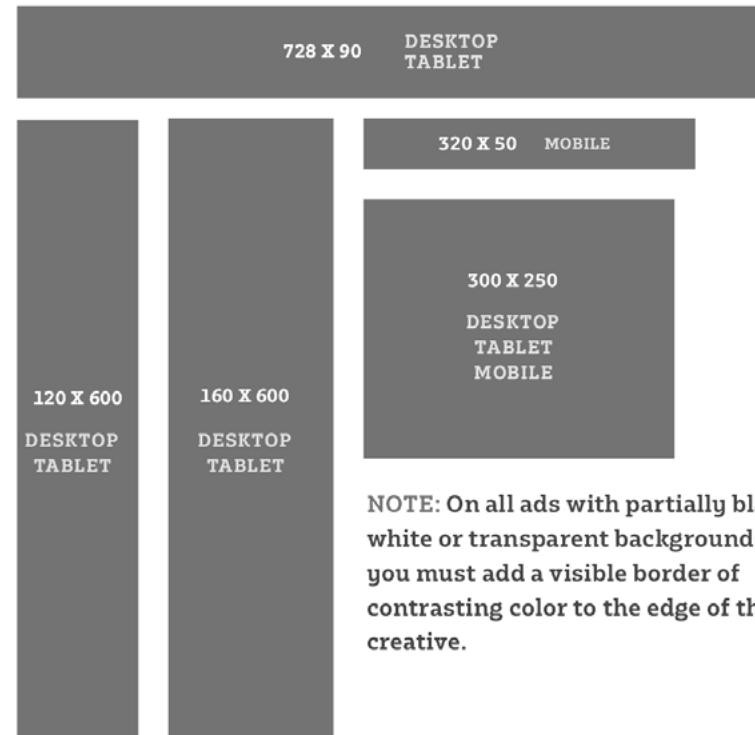
VIDEO TYPES
- Interstitial: Web page displays before or after expected content
- In-Banner: Video built into a banner ad
- In-Stream: Pre-roll, mid-roll, post-roll

HTML5 STANDARDS
- All HTML5 files must include an index.html file

- CLICKTAGS: Clicktags should be set up in the following format:
  {{clickTag}} / {{escapedClickTag}}
  - Used for click tracking. Insert directly before the click through URL
  - Use the escaped version if passing the click tag as part of a URL

- Ads serving within an iframe should open in a new window when clicked
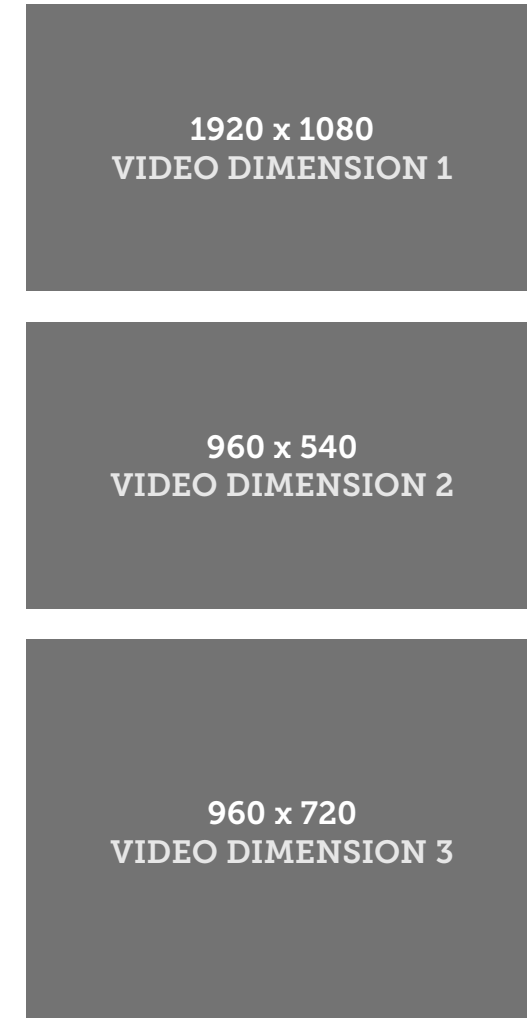
- Example: ClickTag Actionscript Code: on (release)
  {getURL(clickTAG,"_blank");

- Tip: Please only implement one clicktag in each file, as our platform
  does not support multiple clicktags within one file.

- Acceptable Formats: ZIP file or HTML script.

STANDARD FIVE

728 X 90 DESKTOP TABLET

320 X 50 MOBILE

300 X 250 DESKTOP TABLET MOBILE

120 X 600 DESKTOP TABLET

160 X 600 DESKTOP TABLET

NOTE: On all ads with partially black, white or transparent backgrounds, you must add a visible border of contrasting color to the edge of the creative.

VIDEO

1920 x 1080
VIDEO DIMENSION 1

960 x 540
VIDEO DIMENSION 2

960 x 720
VIDEO DIMENSION 3

EXTENSION GUIDELINES

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

Standard 14' x 48' Bulletin Maximum Extensions: 4' off the top, 2' off the sides

Standard 10'6" x 36' Bulletin Maximum Extensions: 4' off the top, 2' off the sides

ALL EXTENSIONS AND EXCEPTIONS MUST BE APPROVED BY ADAMS OUTDOOR ADVERTISING.

4 ft Max

2 ft Max

14x48
sample

► 2 ft Max

FTP INSTRUCTIONS

UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING:

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

u: adamsnorfolk
p: norfolk1355

- 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.