**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 & CUSTOM BULLETIN:** All printed on vinyl which allows for the reuse of the same vinyl and increases life span of creative.

| | PRODUCT | LIVE AREA | FILE SET-UP SIZE | FILE SET-UP NOTES | | PRINT MATERIAL | FINISHED HEM | BLEED | POCKET | DPI |
|---|---|---|---|---|---|---|---|---|---|---|
| SET-UP | Bulletin | 14'h x 48'w | 7.333"h x 24.333"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area. | FINISHING | 7oz Seamless Vinyl | 15'4"h x 49'4"w | 4" | 4" | 150 |
| | Custom Bulletin | 10'h x 30'w | 5.333"h x 15.333"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area. | | 7oz Seamless Vinyl | 11'4"h x 31'4"w | 4" | 4" | 150 |

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

| | PRODUCT | LIVE AREA | FILE SET-UP SIZE | FILE SET-UP NOTES | | PRINT MATERIAL | FINISHED HEM | BLEED | POCKET | DPI |
|---|---|---|---|---|---|---|---|---|---|---|
| SET-UP | Eco-Flex Poster | 10'4.5"h x 22'7.5"w | 5.125"h x 11.125"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area. | FINISHING | 3.2oz Polyethylene Formetco System or 7oz | 10'4.5"h x 22'7.5"w | FULL | N/A | 150 |

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

| | PRODUCT | LIVE AREA | FILE SET-UP SIZE | FILE SET-UP NOTES | | PRINT MATERIAL | FINISHED HEM | BLEED | POCKET | DPI |
|---|---|---|---|---|---|---|---|---|---|---|
| SET-UP | 1-74 #34909 15'x49' | 15'h x 49'w | 8.333"h x 25.333"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area. | FINISHING | 7oz Seamless Vinyl | 16'8"h x 50'8"w | 10" | 5" | 150 |
| | Morton 12'x24' | 12'h x 24'w | 6.333"h x 12.333"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area. | | 7oz Seamless Vinyl | 13'4"h x 25'4"w | 4" | 4" | 150 |
| | Jr. Wrapped Poster | 12'7"h x 12'w | 6.625"h x 6.333"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area. | | 7oz Seamless Vinyl | 13'11"h x 13'4"w | 4" | 4" | 150 |
| | Jr. Poster 6'x12' | 6'h x 12'w | 3.5"h x 6.5"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 | 7'h x 13'w | 3" | 3" | 150 |
| | #11036 13'x25'2" | 13'h x 25'2"w | 7.375"h x 13.25"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 | 14'9"h x 26'6"w | 9" Top 4" Bottom, Left, & Right | 4" | 150 |

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

| | PRODUCT | LIVE AREA | FILE SET-UP SIZE | FILE SET-UP NOTES | | PRINT MATERIAL | FINISHED HEM | BLEED | POCKET | DPI |
|---|---|---|---|---|---|---|---|---|---|---|
| SET-UP | Backlit | 10'h x 30'w | 8.333"h x 18.333"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 1.275" inside all sides of the file for safety area. | FINISHING | Backlit 15oz Vinyl 100% on Front | 14'h x 34'w | 20" | 4" | 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_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 | 13012A, 13052A, 33978A, 42000A, 42001A | 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. |
| | 14908A, 14939A, 14975A, 14979A, 14984A, 14985A, 33061A, 33062A, 34918A | 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. |
| | 11031A, 11034A, 11035A, 11050A, 11051A, 40000A, 40001A, 41003A, 41004A | 12'h x 24'w 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. |

**UPLOAD YOUR FILES TO
ADAMS OUTDOOR ADVERTISING**

CLIENT (to upload): http://filetrans.adamsoutdoor.com/login.cfm
u: adams
p: Outd00r (0's are zeros)

- 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.

**ILLINOIS IMPRESSION
BASED DIGITAL SIZES**

1800w x 600h pixels
1400w x 400h pixels
840w x 400h pixels