adams

SPECS & FINISHING
Charlotte & Winston-Salem, NC

SIZING GUIDELINES

5' Max

2' Max

14'x48' SAMPLE

Extension Area - - -
Max size elements can extend off unit

Bleed Area ———
Extend artwork to this edge

Live Area ———
Final cropped artwork size

Safety Area
Keep text & information within
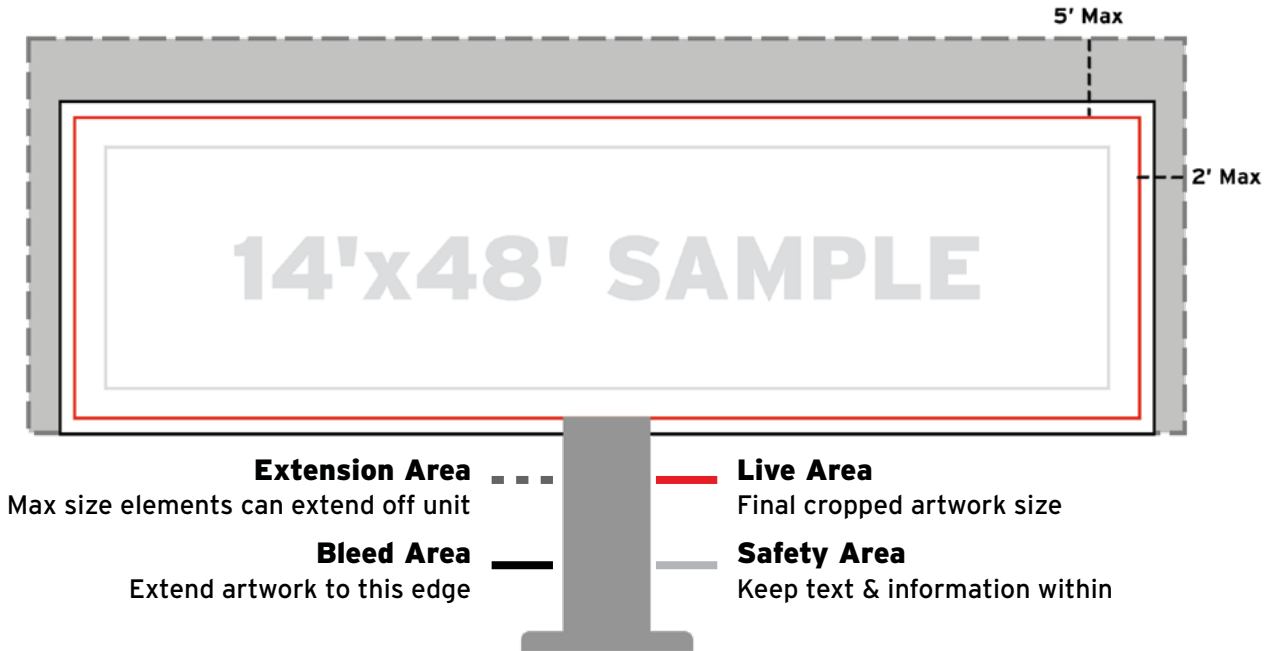
EXTENSION GUIDELINES

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:**
5' off the top, 2' off the sides.

» **Standard 10'6" x 36' Bulletin Max. Extensions:**
4' off the top, 2' off the sides.

» **See templates for maximum areas.**

ALL EXTENSIONS AND EXCEPTIONS MUST BE APPROVED BY ADAMS OUTDOOR

SHIP TO ADAMS

2299 Scott Futrell Dr. Charlotte, NC 28208

UPLOAD YOUR FILES TO ADAMS

1. Go to **http://filetrans.adamsoutdoor. com/login.cfm**
2. Enter **Username:** adamscharlotte
   Password: charlotte1700
3. In the top left click on **Upload New File**
4. Fill out the required fields
5. Choose file and click **Upload**
6. 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.

! *We support the following Macintosh software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign 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.* !
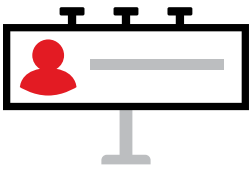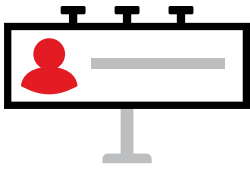
STATIC BULLETIN

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.

» **Designer File Setup:** CMYK at 300 dpi. Leave at least 1" inside **File Size: Bleed** for safety area.

» **Print Material:** 7oz Seamless Vinyl with 3" bleed and 3" pocket (except special sizes).

| Unit Size	Finished Printed Hem	File Size: Bleed	File Size: Live	PSD Template
COMMON SIZES				
10'6" h x 36' w	11'6" h x 37' w	5.75" h x 18.5" w	5.25" h x 18" w	Download
14' h x 48' w	15' h x 49' w	7.5" h x 24.5" w	7" h x 24" w	Download
OTHER SIZES				
6' h x 12' w	7' h x 13' w	3.5" h x 6.5" w	3" h x 6" w	Download
7' h x 28' w	8' h x 29' w	4" h x 14.5" w	3.5" h x 14" w	Download
8' h x 12' w	9' h x 13' w	4.5" h x 6.5" w	4" h x 6" w	Download
8' h x 16' w	9' h x 17' w	4.5" h x 8.5" w	4" h x 8" w	Download
9'2" h x 24'6" w	10'2" h x 25'6" w	5.08" h x 12.75" w	4.583" h x 12.25" w	Download
9'3" h x 24'6" w	10'3" h x 25'6" w	5.13" h x 12.75" w	4.63" h x 12.25" w	Download
10' h x 20' w	11' h x 21' w	5.5" h x 10.5" w	5" h x 10" w	Download
10' h x 24' w	11' h x 25' w	5.5" h x 12.5" w	5" h x 12" w	Download
10' h x 30' w	11' h x 31' w	5.5" h x 15.5" w	5" h x 15" w	Download
10' h x 30'6" w	11' h x 31'6" w	5.5" h x 15.75" w	5" h x 15.25" w	Download
10' h x 32' w	11' h x 33' w	5.5" h x 16.5" w	5" h x 16" w	Download
10' h x 40' w	11' h x 41' w	5.5" h x 20.5" w	5" h x 20" w	Download
10' h x 40'6" w	11' h x 41'6" w	5.5" h x 20.75" w	5" h x 20.25" w	Download
10'6" h x 20' w	11'6" h x 21' w	5.75" h x 10.5" w	5.25" h x 10" w	Download
10'6" h x 20'3" w	11'6" h x 21'3" w	5.75" h x 10.625" w	5.25" h x 10.125" w	Download
10'6" h x 22'4" w	11'6" h x 23'4" w	5.75" h x 11.67" w	5.25" h x 11.17" w	Download
10'6" h x 22'8" w	11'6" h x 23'8" w	5.75" h x 11.83" w	5.25" h x 11.33" w	Download
10'6" h x 22'9.6" w	11'6" h x 23'9.6" w	5.75" h x 11.9" w	5.25" h x 11.4"w	Download
10'6" h x 24' w	11'6" h x 25' w	5.75" h x 12.5" w	5.25" h x 12" w	Download
10'6" h x 28'6" w	11'6" h x 29'6" w	5.75" h x 14.75" w	5.25" h x 14.25" w	Download
10'6" h x 30' w	11'6" h x 31' w	5.75" h x 15.5" w	5.25" h x 15" w	Download
10'6" h x 30'6" w	11'6" h x 31'6" w	5.75" h x 15.75" w	5.25" h x 15.25" w	Download
10'6" h x 30'10" w	11'6" h x 31'10" w	5.75" h x 15.92" w	5.25" h x 15.42" w	Download
10'6" h x 31'4" w	11'6" h x 32'4" w	5.75" h x 16.17" w	5.25" h x 15.67" w	Download
10'6" h x 31'6" w	11'6" h x 32'6" w	5.75" h x 16.25" w	5.25" h x 15.75" w	Download
10'6" h x 32' w	11'6" h x 33' w	5.75" h x 16.5" w	5.25" h x 16" w	Download
10'6" h x 40' w	11'6" h x 41' w	5.75" h x 20.5" w	5.25" h x 20" w	Download
10'6" h x 40'6" w	11'6" h x 41'6" w	5.75" h x 20.75" w	5.25" h x 20.25" w	Download
10'6" h x 40'9" w	11'6" h x 41'9" w	5.75" h x 20.88" w	5.25" h x 20.38" w	Download
10'6" h x 40'10" w	11'6" h x 41'10" w	5.75" h x 20.92" w	5.25" h x 20.42" w	Download
10'6" h x 42' w	11'6" h x 43' w	5.75" h x 21.5" w	5.25" h x 21" w	Download
10'6" h x 42'3" w	11'6" h x 43'3" w	5.75" h x 21.625" w	5.25" h x 21.125" w	Download
10'6" h x 45'6" w	11'6" h x 46'6" w	5.75" h x 23.25" w	5.25" h x 22.75" w	Download
10'6" h x 45'10" w	11'6" h x 46'10" w	5.75" h x 23.42" w	5.25" h x 22.92" w	Download
10'6" h x 48' w	11'6" h x 49' w	5.75" h x 24.5" w	5.25" h x 24" w	Download
10'6" h x 48'6" w	11'6" h x 49'6" w	5.75" h x 24.75" w	5.25"h x 24.25"w	Download
10'7" h x 24' w	11'7" h x 25' w	5.79" h x 12.5" w	5.29" h x 12" w	Download
10'7" h x 31' w	11'7" h x 32' w	5.79" h x 16" w	5.29" h x 15.5" w	Download
10'10" h x 23' w	11'10" h x 24' w	5.92" h x 12" w	5.42" h x 11.5" w	Download

1/4 Scale: 1/2" = 1'

STATIC BULLETIN (cont.)

» **Designer File Setup:** CMYK at 300 dpi. Leave at least 1" inside **File Size: Bleed** for safety area.
» **Print Material:** 7oz Seamless Vinyl with 3" bleed and 3" pocket (except special sizes).

Unit Size	Finished Printed Hem	File Size: Bleed	File Size: Live	PSD Template
OTHER SIZES (cont.)				
11'6" h x 60' w	12'6" h x 61' w	6.25" h x 30.5" w	5.75" h x 30" w	Download
12' h x 24' w	13' h x 25' w	6.5" h x 12.5" w	6" h x 12" w	Download
12' h x 25' w	13' h x 26' w	6.5" h x 13" w	6" h x 12.5" w	Download
12' h x 36' w	13' h x 37' w	6.5" h x 18.5" w	6" h x 18" w	Download
12' h x 40' w	13' h x 41' w	6.5" h x 20.5" w	6" h x 20" w	Download
12' h x 40'10" w	13' h x 41'10" w	6.5" h x 20.92" w	6" h x 20.42" w	Download
12' h x 44' w	13' h x 45' w	6.5" h x 22.5" w	6" h x 22" w	Download
12' h x 48' w	13' h x 49' w	6.5" h x 24.5" w	6" h x 24" w	Download
12' h x 48'6" w	13' h x 49'6" w	6.5" h x 24.75" w	6" h x 24.25" w	Download
12' h x 60' w	13' h x 61' w	6.5" h x 30.5" w	6" h x 30" w	Download
15'6" h x 36' w	16'6" h x 37' w	8.25" h x 18.5" w	7.75" h x 18" w	Download
16' h x 40' w	17' h x 41' w	8.5" h x 20.5" w	8" h x 20" w	Download
16' h x 40'6" w	17' h x 41'6" w	8.5" h x 20.75" w	8" h x 20.25" w	Download
19' h x 48' w	20' h x 49' w	10" h x 24.5" w	9.5" h x 24" w	Download
19'6" h x 48' w	20'6" h x 49' w	10.25" h x 24.5" w	9.75" h x 24" w	Download
21' h x 12' w	22' h x 13' w	11" h x 6.5" w	10.5" h x 6" w	Download
24'6" h x 40' w	25'6" h x 41' w	12.75" h x 20.5" w	12.25" h x 20" w	Download
SPECIAL SIZES *(Unique sizes and finishing for specific units)*				
LIND: 9'9" h x 39'9" w	9'9" h x 39'9" w (NO Bleed, 2" Pocket incl. in live area)	N/A	4.875" h x 19.875" w	Download
LIND: 10'3" h x 30'7" w	10'3" h x 30'7" w (NO Bleed, 2" Pocket incl. in live area)	N/A	5.125" h x 15.29" w	Download
LIND: 10'3" h x 35'9" w	10'3" h x 35'9" w (NO Bleed, 2" Pocket incl. in live area)	N/A	5.125" h x 17.875" w	Download
CAN: 10'5" h x 22'8" w	13'11" h x 26'2" w (18" Bleed, 3" Pocket)	6.95" h x 13.08" w	5.21" h x 11.33" w	Download
CAN: 10'6" h x 30'10" w	14' h x 34'4" w (18" Bleed, 3" Pocket)	7" h x 17.167" w	5.25" h x 15.42" w	Download
CAN: 10'6" h x 36' w	14' h x 39'6" w (18" Bleed, 3" Pocket)	7" h x 19.75" w	5.25" h x 18" w	Download

1/4 Scale: 1/2" = 1'
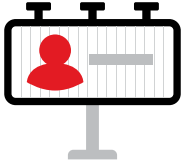
TRIVISION

Showcases 3 different ads/clients by use of tall vertical printed prisms that rotate on a set schedule.

» **File Setup:** CMYK at 300 dpi. Leave at least 0.5" inside **File Size: Live** for safety area.
» **Print Material:** 15pt Calendered Vinyl. No bleed and no pocket. 45 Louvers. Louver Width: 5 7/16".

| Unit Size	Finished Printed Hem	File Size: Live	PSD Template
10'6" h x 22'8" w	10'5" h x 21'9" w	5.25" h x 10.875" w	Download
12' h x 24' w	11'11" h x 23'9" w	5.959" h x 11.875" w	Download

VERTACULAR BACKLIT BULLETIN

Unique vertical units with added option of extensions.

» **File Setup:** CMYK at 300 dpi. Leave at least 0.5" inside **File Size: Bleed** for safety area.
» **Print Material:** Backlit 15 oz Vinyl with 3" bleed and 3" pocket. 100% on front. 150 dpi.

Unit Size	Finished Printed Hem	File Size: Bleed	File Size: Live	PSD Template
31'6" h x 12' w	32'6" h x 13' w	16.25" h x 6.5" w	15.75" h x 6" w	Download
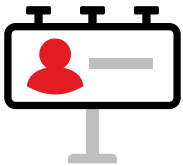
ECO-FLEX POSTER

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

» **File Setup:** CMYK at 300 dpi. Leave at least 0.75" inside **File Size: Live** for safety area.
» **Print Material:** 3.2oz Polyethylene or 7oz Seamless Vinyl. No bleed and no pocket.

| Unit Size	Finished Printed Hem	File Size: Live	PSD Template
10'4.5" h x 22'7.5" w	10'4.5" h x 22'7.5" w	5.208" h x 11.166" w	Download

1/4 Scale: 1/2" = 1'

DIGITAL BULLETIN/POSTER

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.
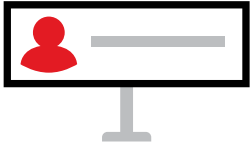
» **File Setup:** RGB at 72 dpi as JPEG. No bleed area. Leave at least 15 px inside all sides for safety area. Please send individual JPEGs when sending multiple designs for posting.

» **File Naming:** Advertiser_ArtName_PixelFileSize(WxH)_Date(MM-DD-YY)
  Example: McDonalds_3DollarMealDeal_1400x400_01-03-24.jpg

Unit Number	Unit Size	File Size: Live	PSD Template
WH206-2, WH206-4	10' h x 30' w	1800 w x 600 h pixels	Download
432-2, 441-2, 9108D, 9225, 9335, 9337, 10405, 10407, 12022, 12023, D771N, D771S, TB52002, TB52003, TB85007	10' h x 38' w 10' h x 40' w 10'4" h x 36'4" w 10'6" h x 36' w 10'6" h x 40' w	1600 w x 400 h pixels	Download
418-1, 418-2, 426-1, 444-2, 7129, 7325, 7327, 8090, 8092, 8263, 8265, 8439, 8477, 8537, 8539, 8745, 8747, 8759, 8864, 8866, 8901, 8903, 8919, 8954, 9009, 9011, 9106, 9190, 9192, 9209, 9227, 9229, 9230, 9232, 9456, 10409, 10411, 12035, 12036, 12043, 12046, 12047, 12402, 12403, 13000, 13001, 13100, 13200, 13201, 13322, D851N, D851S, D4851E, WH305-4, WH602-4, WH604-2, WH604-4, WH605-1, WH605-3, WH606-3	9'6" h x 33'7" w 10'4" h x 36'4" w 10'6" h x 36' w 11' h x 36'w 14' h x 48' w	1400 w x 400 h pixels	Download
2720, 2722, 5762, 6604	12' h x 25' w	840 w x 400 h pixels	Download

1/4 Scale: 1/2" = 1'
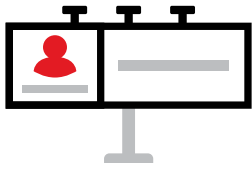
SPECIAL DIGITAL EMBEDDED BULLETIN

Unique bulletins with an embedded digital screen covering a portion of the face. There is the added option of extensions. Reference the PSD Templates for embedded digital placement and recommended safety area for individual units.

Digital Screen Specs

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.

» **File Setup:** RGB at 72 dpi as JPGs. No bleed area. Leave at least 5 px inside all sides for safety area.

Unit Number	Unit Size	File Size: Live	PSD Template
12400, 12401	8'5" h x 15'9" w	240 w x 128 h pixels	Download

Printed Static Specs

All printed on vinyl which allows for the reuse of the same vinyl and increases life span of creative.

» **Designer File Setup:** CMYK at 300 dpi. Reference PSD Template for recommended safety area and embedded digital locations.

» **Print Material:** 7oz Seamless Vinyl with 3" bleed and 3" pocket. 150 dpi.

Unit	Unit Size	Finished Hem	File Size: Bleed	File Size: Live	File Size: Safety	PSD Template
12400	10'6" h x 36' w	11'6" h x 37' w	5.75" h x 18.5" w	5.25" h x 18" w	4.75" h x 9.62" w DIGITAL PLACEMENT: LEFT	Download
12401	10'6" h x 36' w	11'6" h x 37' w	5.75" h x 18.5" w	5.25" h x 18" w	4.75" h x 9.62" w DIGITAL PLACEMENT: RIGHT	Download

1/4 Scale: 1/2" = 1'