



# Specs & Finishing

Madison, WI

Updated 12-02-24



<b>File Set-Up</b>	<b>03</b>
Sizing Guidelines .....	03
File Naming .....	04
Extension Guidelines.....	04
Bleed & Pocket.....	04
Supported File Types.....	04

<b>Delivery</b>	<b>05</b>
Upload Files to Adams .....	05
Ship to Adams .....	05
Lost? Let us help! .....	05

<b>Static Billboards</b>	<b>06</b>
Bulletins .....	06
Backlits.....	08
Eco-Flex Poster.....	08

<b>Digital Billboards</b>	<b>09</b>
---------------------------	-----------

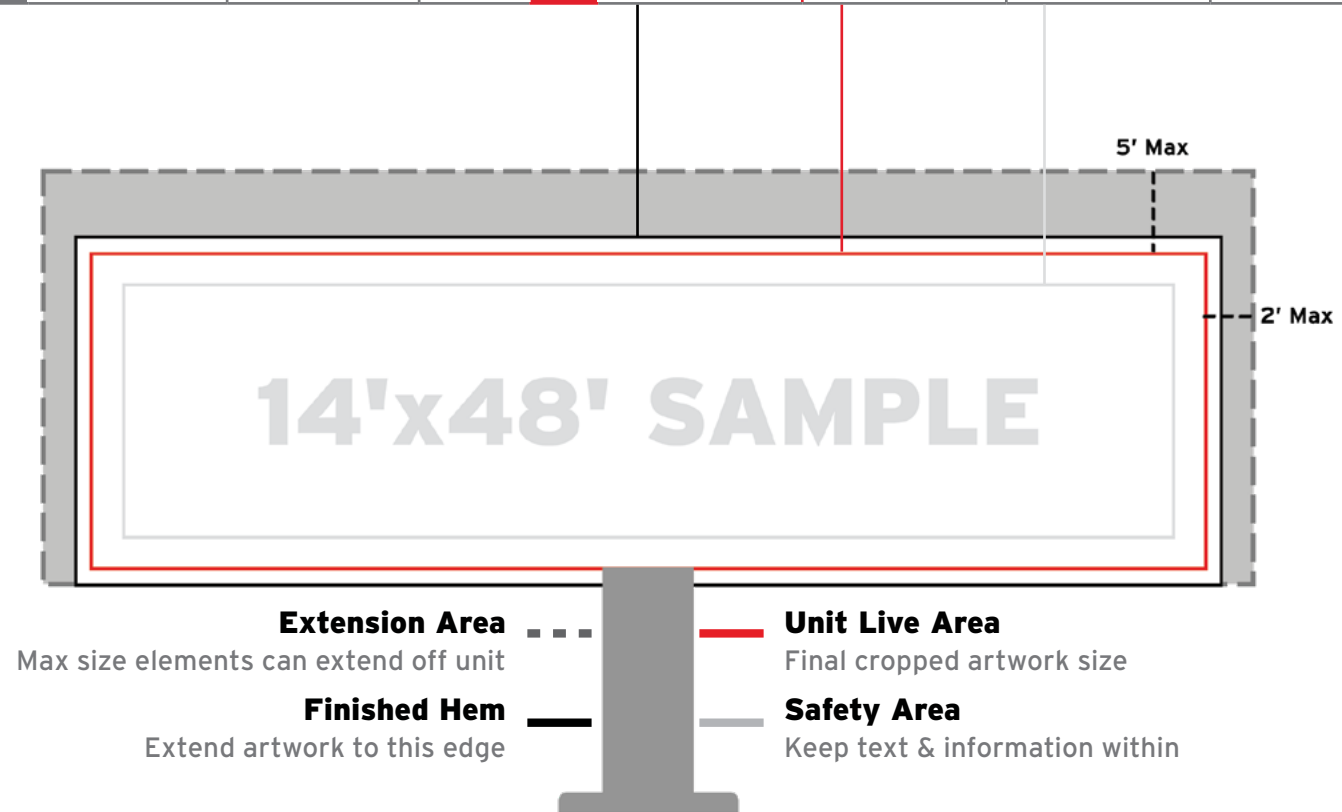
# File Set-Up

## Sizing Guidelines

1:24 scale | 1' equals 0.5"

Adams Outdoor builds all static files at 1:24 scale, or 1' = 0.5". **Layered PDF templates** are available to further assist with setting up your files at the "Download" link in the spec chart—denoted with a \* below.

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	14'h x 48'w	15'4"h x 49'4"w	8"(4")		8"(4")	7.667"h x 24.667"w	7"h x 24"w	6.5"h x 23.5"w



## File Naming

File names should be **Advertiser\_ArtName\_FileSize\_6DigitDate**

Print dimensions are listed HeightxWidth.

Digital dimensions are listed WidthxHeight.

### PRINT FILE NAMING EXAMPLE:

McDonalds\_3DollarMealDeal\_14x48\_01-03-24.pdf

### DIGITAL FILE NAMING 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.

## Extension Guidelines

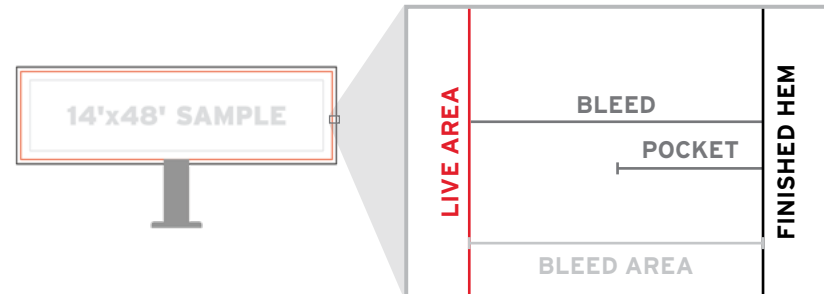
Extensions are design elements that extend beyond the frame to the left, right, or above the live area of the billboard. Regulations vary for each bulletin. Please contact your Account Executive about special projects and pricing.

- » **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.
- » **For Max. Extensions on other units in the market, contact your Account Executive.**
- » **City of Madison Ordinance:**  
Extensions cannot exceed 78 sqft.

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

## Bleed & Pocket

The pocket is accounted for in the total bleed measurement for static units. Both the bleed and pocket make up the space between the Live Area and Bleed Area listed on the specs and shown on the templates. Images and backgrounds within the file must extend to the Finished Hem to ensure the Bleed Area is fully covered.



## Supported File Types

We support the following Macintosh software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Adobe Acrobat. Please DO NOT submit designs constructed in Canva, 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 **MUST BE APPROVED** by Adams Outdoor Advertising before production and posting.

## Upload Files to Adams

<http://filetrans.adamsoutdoor.com/login.cfm>

**Username:** adamsmadison

**Password:** madison7900

- 1 In the top left click on **Upload New File**
- 2 Fill out the required fields
- 3 Choose file and click **Upload**
- 4 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.

[Click arrow to upload.](#)



## Ship to Adams

**MADISON**

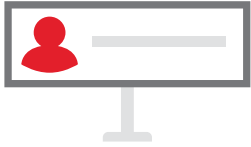
102 E. Badger Rd, Madison, WI 53713

## Lost? Let us help!

Contact your Account Executive with questions on Specs or Set-up.

# Static Billboards

## Bulletins



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.

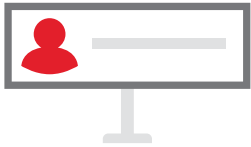
Print Material: 7oz Seamless Vinyl

File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

	PRINT SET-UP			DESIGN SET-UP	DESIGN SET-UP			TEMPLATE
	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)		FILE SET-UP	FILE LIVE AREA	SAFETY AREA	
	<b>6'h x 10'w</b> JB400-1A & B	6'h x 10'w	0"(3") PKT IN LIVE		3"h x 5"w	3"h x 5"w	2.83"h x 4.83"w	<a href="#">Download</a>
	<b>8'h x 12'w</b> JB180-1A & B	8'h x 12'w	0"(3") PKT IN LIVE		4"h x 6"w	4"h x 6"w	3.75"h x 5.75"w	<a href="#">Download</a>
	<b>8'h x 16'w</b> JB347-1B, JB348-1B	9'h x 17'w	6"(3")		4.5"h x 8.5"w	4"h x 8"w	3.75"h x 7.75"w	<a href="#">Download</a>
	<b>8'h x 20'w</b> JB344-1B	8'h x 20'w	0"(3") PKT IN LIVE		4"h x 10"w	4"h x 10"w	3.75"h x 9.75"w	<a href="#">Download</a>
	<b>8'h x 20'w</b> JB343-1B	9'h x 21'w	6"(3")		4.5"h x 10.5"w	4"h x 10"w	3.75"h x 9.75"w	<a href="#">Download</a>
	<b>10'h x 30'w</b>	10'10"h x 31'w	5"(3") TOP/BOT 6"(3") LEFT/RIGHT		5.417"h x 15.5"w	5"h x 15"w	4.5"h x 14.5"w	<a href="#">Download</a>
	<b>10'h x 30'w</b> SUN PRAIRIE	11'h x 31'w	6"(3")		5.5"h x 15.5"w	5"h x 15"w	4.5"h x 14.5"w	<a href="#">Download</a>
	<b>10'h x 60'8" w</b> JB404-1B & 2B	11'h x 61'8" w	6"(3")		5.5"h x 30.833"w	5"h x 30.333"w	4.5"h x 29.833"w	<a href="#">Download</a>
	<b>10'6"h x 36'w</b>	11'10"h x 37'4"w	8"(4")		5.917"h x 18.667"w	5.25"h x 18"w	4.75"h x 17.5"w	<a href="#">Download</a>
	<b>10'6"h x 48'w</b> SUN PRAIRIE	11'6"h x 49'w	6"(3")		5.75"h x 24.5"w	5.25"h x 24"w	4.75"h x 23.5"w	<a href="#">Download</a>
	<b>12'h x 50'w</b> B149-1B	12'10"h x 51'6" w	5"(3") TOP/BOT 9"(3") LEFT/RIGHT		6.417"h x 25.75"w	6"h x 25"w	5.5"h x 24.5"w	<a href="#">Download</a>
	<b>12'3" h x 24'6" w</b> PREMIER PANEL	13'11" h x 26'2" w	10"(4")		6.958" h x 13.084" w	6.125" h x 12.25" w	5.775" h x 11.88" w	<a href="#">Download</a>
	<b>12'3" h x 49'w</b> SIDE-BY-SIDE B123-1B, B232-1A, P139-1B & 2B, NOT 149	13'7" h x 50'4" w	8"(4")		6.792" h x 25.167" w	6.125" h x 24.5" w	5.625" h x 24" w	<a href="#">Download</a>



## Bulletins (cont.)

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.

Print Material: 7oz Seamless Vinyl

File Set-Up DPI: 300

Printed DPI: 150

Color Mode: CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	<b>14'h x 48'w</b>	15'4"h x 49'4"w	8"(4")		7.667"h x 24.667"w	7"h x 24"w	6.5"h x 23.5"w	<a href="#">Download</a>
<b>16'h x 20'w</b> JB401-1A & 1B	17'4"h x 21'4"w	8"(4")	8.667"h x 10.667"w	8"h x 10"w	7.5"h x 9.5"w	<a href="#">Download</a>		
<b>21'h x 30'w</b> JB334-1A, 2A, 1B, 2B	22'h x 31"w	6"(3")	11"h x 15.5"w	10.5"h x 15"w	10"h x 14.5"w	<a href="#">Download</a>		
<b>25'6"h x 24'6"w</b> PREMIER SQ PS335-1B	26'6"h x 25'6"w	6"(3")	13.25"h x 12.75"w	12.75"h x 12.25"w	12.25"h x 11.75"w	<a href="#">Download</a>		



## Backlits

Printed on semi-transparent backlit vinyl. Backlits allow for light to shine through the vinyl, creating an eye-catching visual for evening viewers.

**Print Material:** Backlit 15oz Vinyl  
100% on front

**File Set-Up DPI:** 300

**Printed DPI:** 150

**Color Mode:** CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	FILE LIVE AREA	SAFETY AREA	TEMPLATE
	12'h x 24'w	13'6"h x 25'6"w	9"(4")		6.75"h x 12.75"w	6"h x 12"w	5.63"h x 11.63"w	<a href="#">Download</a>

## Eco-Flex Poster

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

**Print Material:** 3.2oz Polyethylene  
7oz Seamless Vinyl

**File Set-Up DPI:** 300

**Printed DPI:** 150

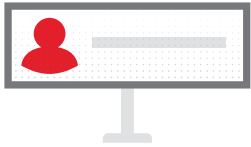
**Color Mode:** CMYK

PRINT SET-UP	UNIT LIVE AREA	FINISHED HEM	BLEED (POCKET)	DESIGN SET-UP	FILE SET-UP	SAFETY AREA	TEMPLATE
	10'4.5"h x 22'7.5"w	10'4.5"h x 22'7.5"w	0"(0")		5.187"h x 11.313"w	4.817"h x 10.943"w	<a href="#">Download</a>





# Digital Billboards



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.

**Bleed:** N/A      **Color Mode:** RGB      **DPI:** 72

DESIGN SET-UP	UNIT #	FILE SET-UP	SAFETY AREA	UNIT SIZE	TEMPLATE
	D119-1A, D119-1B, D144-1A, D144-1B, D233-1A, D233-1B, D360-1A, D360-1B, D539-1A, D539-1B	1400px w x 400px h	1370px w x 370px h	14'h x 48'w	<a href="#">Download</a>
	D111-1A, D111-1B, D304-1A, D304-1B, D501-1B, D541-1A, D541-1B, D630-1A, D630-1B	840px w x 400px h	810px w x 370px h	12'h x 25'w	<a href="#">Download</a>