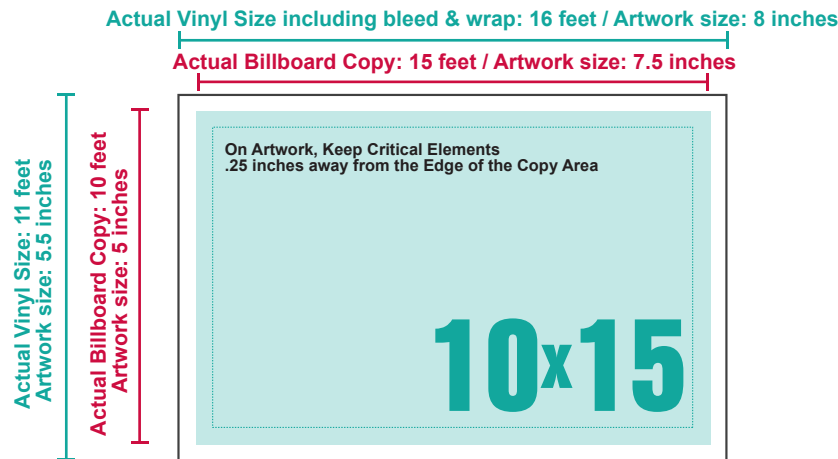


# Billboard Art & Vinyl Specs



## Artwork Requirements

- Preferred scale for all vinyl production is:  $\frac{1}{2}''=1'$
- Please add .25" around all sides for bleed (this will make a 6" bleed on the billboard vinyl)
- Keep critical elements .25" away from the edge of the live area of the layout.
- All elements and photographs should be at least 300dpi at  $\frac{1}{2}''=1'$  scale. Optimal output is up to 408ppi, so there is no need for anything larger.
- Please e-mail our Designer for a Photoshop Template if needed.

## Accepted File Types In order of preference

1. Adobe Photoshop .pdf, .jpg, .tif, or .psd)
2. Adobe Illustrator (.pdf, .ai, or .eps)
3. Adobe InDesign

**All text should be converted to outlines or all fonts included in the package to avoid any font-matching errors.**

## File Submission

- e-mail to our Designer (if the file is less than 5 MB)
- e-mail a low res proof and let our Designer know your larger file is ready for upload. An upload link will then be sent to you for direct upload to the production facility.

	Height	Width
<b>Actual Billboard Size</b>	10 Feet	15 Feet
<b>Total Vinyl Size</b> (including Bleed/Wrap)	11 Feet	16 Feet
<b>Artwork Size</b>	5 Inches	7.5 Inches
<b>Artwork Size for Production</b> (including Bleed/Wrap)	5.5 Inches	8 Inches

## Vinyl Finishing

### Will you be providing us with a printed vinyl?

- Standard billboard finishing is fine: 3" bleed and 3" pockets. See Total Vinyl Size above.
- Heavyweight 13oz or standard 7oz vinyl will be accepted
- Please ask your sales rep for the shipping address for the installer of your particular billboard.

*Please let me know if you have any questions!*



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