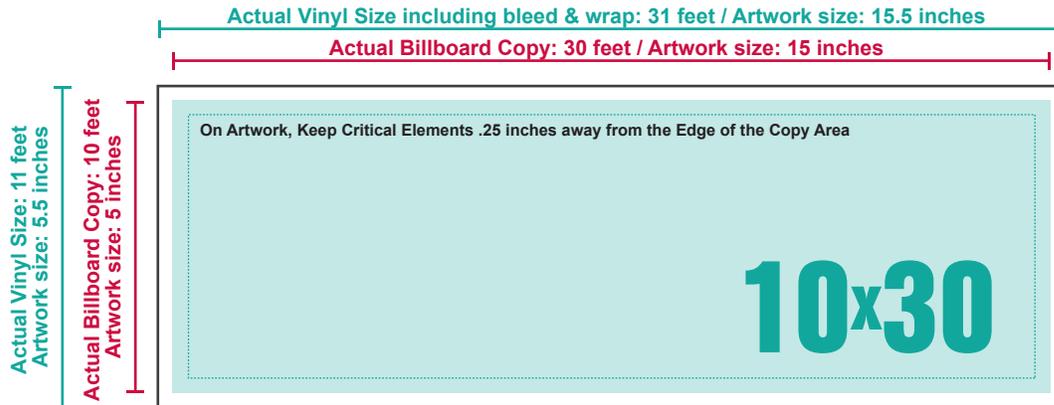


Billboard Art & Vinyl Specs



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
Actual Billboard Size	10 Feet	30 Feet
Total Vinyl Size (including Bleed/Wrap)	11 Feet	31 Feet
Artwork Size	5 Inches	15 Inches
Artwork Size for Production (including Bleed/Wrap)	5.5 Inches	15.5 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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