

We support the following Macintosh software: Adobe Photoshop CC Adobe Illustrator CC, Adobe InDesign CC and Adobe Acrobat. Please DO NOT submit designs constructed in Pagemaker, Quark, Freehand, Word, Powerpoint or Publisher. 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 ECO-FLEX POSTER: Poster sized and printed on thin vinyl that is posted with clips instead of paste.

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

MECHANICAL	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	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.		3.2oz Polyethylene Formetco System	10'4.5"h x 22'7.5"w	full	N/A	150
	Custom Bulletin	10'h x 30'w	5.33"h x 15.33"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'4"h x 31'4"w	4"	4"	150
	Bulletin	14'h x 48'w	7.333"h x 24.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	15'4"h x 49'4"w	4"	4"	150

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

MECHANICAL	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Backlit	10'h x 30'w	7.67"h x 17.67"w	300 dpi/CMYK. Bleed art to edge, but leave 1.275" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	14'h x 34'w	20"	4"	150
			Get Template from AOA Art Dept							

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

MECHANICAL	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	PANELS	BLEED	POCKET	DPI
	Roto Panel (11032A) 12' x 25'	12'h x 24'2.25"w	6.333"h x 12.833"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		15 Pt Calendered Vinyl 70 Panels	93 mm w x 12'h	full	N/A"	150
	Prisma Flex (14956A) 14' x 48'	14'h x 48'w	7.333"h x 24.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		139 Panels	93 mm w x 14'h	full	N/A	150
	Prisma Flex (11059A) 14' x 24'	14'h x 24'w	7.083"h x 12.083"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		70 Panels	93 mm w x 14'h	full	N/A	150
	Formetco (I-74) 14' x 48'	14'h x 48'w	7.333"h x 24.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		96 Panels	13'11"h x 5 7/16"w	full	N/A	150

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

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	16'x 50' I-74 / Morton	16'h x 50'w	6.583"h x 25.583"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	16'6"h x 50'6"w	3"	3"	150
	12'x24' / Morton	12'h x 24'w	8"h x 15.2"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13'4"h x 25'4"w	4"	4"	150
	Jr. Wrapped Posters	12' 7"w x 12'h	14h" x 13.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		7 oz Seamless Vinyl	13'11" h x 13'4"w	4"	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.

MECHANICAL SET-UP	PRODUCT	FILE SET-UP SIZE	FILE SET-UP NOTES	PRODUCT	FILE SET-UP SIZE	FILE SET-UP NOTES
	University & Glen #11031A	352h x 736w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	Wash & Riverfront #34918A	384h x 1408w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.
Knoxville & Mt Hawley #11034A, #11035A	Knoxville & I-74 #14975A					
War & Indiana #11051A	2405 E Empire St #42000A, #42001A			180h x 560w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	
Veterans & Morrissey #40000A, #40001A	War & Wisconsin #13052A					
Veterans & Ft Jesse #41003A, #41004A						
Pioneer Park & Hale #13012A	260h x 920w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.	<p>UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING:</p> <p>www.adamsoutdoor.com</p> <p>(click on FTP folder in upper right hand corner of webpage)</p> <p>u: adams</p> <p>p: Outd00r (O's are zeros)</p>			
Washington & Dolans #33020A						
8th & Kennedy #33978A						
War & University #14939A						
I-74 & Camp #14979A						
I-74 & Glendale #14908A						