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We support the following Macintosh software: Adobe Photoshop CS4 & CS5 Adobe Illustrator CS4 & CS5, Adobe InDesign CS4 & CS5 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.

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

THE ECO-FLEX POSTER: Poster sized and printed on thin vinyl that is posted with clips instead of paste.

MECHANICAL	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Custom Bulletin	10'h x 30'w	5.66"h x 15.66"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	11'4"h x 31'4"w	8"	4"	150
Eco-Flex Poster	10'5"h x 22'8"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		

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 SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Backlit Green St. 12' x 25'	12'1"h x 25'1"w	8.017"h x 14.54"w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	201"h x 357"w	24"	4"	150
Backlit Neil St. 12' x 25'	11'1"h x 23'2"w	5.66"h x 11.70"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.	Backlit 15 oz Vinyl 100% on front	148"h x 293"w	4.5"	3"	150		
Backlit Vertical 25' x 12'	25'1"h x 12'1"w	14.54"h x 8.017"w	300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.	Backlit 15 oz Vinyl 100% on front	357"h x 201"w	24"	4"	150		

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

MECH.	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
Jr. Trivision	6'h x 12'w	6'h x 12'w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.	Self Adhesive	10'2"h x 30'2"w	1"	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
	Neil Double Wrapped	6'h x 24'10"w	3.08"h x 12.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	6'2"h x 25'w	1"	2"	150
	I-74 Poster	10'h x 24'w	5.16"h x 12.25"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	10'4"h x 24'6"w	2"	2"	150
	Jr. Wrapped Poster	6'h x 12'w	3.417"h x 6.33"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	6'10" h x 12'8"w	2"	2"	150
	Mansfield Giant	20'h x 80'w	10.5"h x 40.5"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	21'4"h x 81'4"w	4"	4"	150
	Thomasboro Bulletin	12'h x 40'w	6.33"h x 20.33"w	300 dpi/CMYK. Bleed art to edge, but leave at least .5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	156"h x 492"w	4"	4"	150
	12x12 Wallscape	11'9"h x 11'9"w	6.04"h x 6.04"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	11'10"h x 11'10"w	2"	2"	150
	12x25 Vinyl Wrap	12'h x 25'w	6.33"h x 12.63"w	300 dpi/CMYK. Bleed art to edge, but leave at least .5" inside all sides of the file for safety area.		7 oz Seamless Vinyl	152"h x 308"w	2"	2"	150
	5 Points	42'6" x 10'10"	5.91"h x 21.75"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	43'4"h x 11'8"w	Full	5"	150
	Bulletin at Windsor & Neil	12'10" x 30'11"	6.83'w x 16.7'h	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	30'2"h x 14'4"w	15" EW, 5"NS	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	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Prospect Ave.	10'h x 30'w	320h x 960w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		N/A	N/A	N/A	N/A	72
	1710 S. Neil	10'h x 30'w	320h x 960w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		N/A	N/A	N/A	N/A	72
	103 W. Marketview	10'h x 30'w	320h x 960w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		N/A	N/A	N/A	N/A	72
	508 E. University	10'h x 30'w	320h x 960w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		N/A	N/A	N/A	N/A	72
	608 E. University	10'h x 30'w	320h x 960w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		N/A	N/A	N/A	N/A	72
	910 Meijer Dr.	10'h x 30'w	320h x 960w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		N/A	N/A	N/A	N/A	72
	808 S. Neil	12'h x 25'w	200h x 408w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		N/A	N/A	N/A	N/A	72
	501 N. Mattis	12'h x 25'w	200h x 408w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 15px inside all sides of the file for safety area.		N/A	N/A	N/A	N/A	72