



## CHARLESTON SPECS AND FINISHING

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We support the following Macintosh software: Adobe Photoshop CS4 & CS5 Adobe Illustrator CS4 & CS5, Adobe InDesign CS5 (or INDL Files) 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 BULLETIN:** Ranging from smaller size to traditional size billboards. All printed on vinyl which allows for the reuse of the same vinyl and increases life span of creative. With vinyl there is the added option of extensions.

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Jr. Bulletin 8' X 12'	8'h x 12'w	4.5" h x 6.5" 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	15'h x 49'w	Full	4"	150
	Bulletin 14' x 48'	14'h x 48'w	7.5" h x 24.5" 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	15'h x 49'w	Full	4"	150
	Bulletin 10'6" x 36'	10'6" h x 36'w	5.75" h x 18.5" 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	11'6" h x 37'w	Full	4"	150
	Bulletin 10' x 40'	10'h x 40'w	5.5" h x 20.5" 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	11'h x 41'w	Full	4"	150
	Bulletin 12' x 50'	12'h x 50'w	6.5" h x 20.5" 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	13'h x 51'w	Full	4"	150
	Jr. Bulletin 8' x 16'	8'h x 16'w	4.5" h x 8.5" 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	9'h x 17'w	Full	4"	150
	Bulletin 10' x 40'4"	10'h x 40'4" w	5.5" h x 20.667" 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'h x 31'8" w	Full	4"	150
	Bulletin 10' x 44'	10'h x 44'w	5.5" h x 22.5" 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	11'h x 41'4" w	Full	4"	150
	Bulletin 10' x 60'	10'h x 60'w	5.5" h x 30.5" 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	11'h x 45'w	Full	4"	150
	Bulletin 10'6" x 44'	10'6" h x 44'w	5.75" h x 22.5" 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	11'h x 61'w	Full	4"	150
	Bulletin 12' x 25'	12'h x 25'w	6.5" h x 13" 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	11'6" h x 41'w	Full	4"	150
	Bulletin 12' x 43'	12'h x 43'w	6.5" h x 22" 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	12'h x 24'6" w	Full	4"	150
	Bulletin 14' x 60'	14'h x 60'w	7.5" h x 30.5" 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	13'h x 41'w	Full	4"	150
	Bulletin 14'6" x 36'	14'6" h x 36'w	7.75" h x 18.5" 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	13'h x 44'w	Full	4"	150
Bulletin 15' x 49'	15'h x 49'w	8" h x 25" 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	13'h x 44'w	Full	4"	150	

FINISHING DETAILS

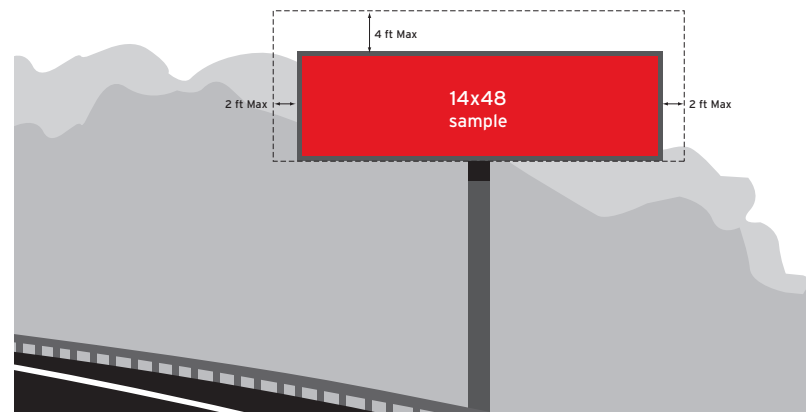
**THE SPECTACULARS:** Spectaculars are uniquely-shaped bulletins wrapped in vinyl. The shape can help your message stand out from the crowd and command maximum attention.

MECHANICAL SET-UP	PRODUCT	UNIT #	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Vertacular 48' x 14'	P3503, P3504	48'h x 14'w	24.5" h x 7.5" 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	49'h x 15'w	Full	4"	150
	Square 24' x 24'	51226, 51227	24'h x 24'w	12.5" h x 12.5" 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	25'h x 25'w	Full	4"	150
	Square 26'6" x 24'6"	51001	26'6" h x 24'6" w	13.75" h x 12.75" 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	27'6" h x 25'6" w	Full	4"	150

**EXTENSION GUIDELINES:** Extensions are areas that extend beyond the frame of the billboard, either to the left, right, or above the standard area. Regulations vary for each bulletin. Please contact your Account Executive about special projects and pricing.

Standard Bulletin Maximum Extensions: 4' off the top, 2' off the sides.  
 Combined square footage of all extensions may not exceed 152 sq. ft.

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



**THE POSTER:** Eco-Flex Posters are printed on thin vinyl that is posted with clips instead of paste. Jr. Posters are vinyl wrapped around a smaller face.

MECHANICAL SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Eco-Flex Poster	10'4.5"h x 22'7.5"w	5.208"h x 11.166"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		3.2 oz Polyethylene Formetco System	10'4.5"h x 22'7.5"w	N/A	N/A	150
	Jr. Poster 6' x 12'	6'h x 12'w	3.5"h x 6.5"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	7'h x 13'w	Full	4"	150
	Jr. Poster 5'2" x 11'2"	5'2"h x 11'2"w	2.66"h x 5.66"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	5'2"h x 11'2"w	Full	4"	150

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

MECHANICAL SET-UP	PRODUCT	UNIT #	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING DETAILS	PRINT MATERIAL	# OF BLADES	BLADE WIDTH	BLADE HEIGHT	DPI
	TriVision 12' x 24'6"	44861ABC, P3641ABC	12'h x 24'6"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.		15pt. Calendered Vinyl	50	5 1/2"	12'	150
	TriVision 12' x 25'	1342ABC	12'h x 25'w	6"h x 12.5"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		15pt. Calendered Vinyl	48	5 3/8"	12'	150
	TriVision 10'6" x 36'	5022ABC	10'6"h x 36'w	5.5"h x 18"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		15pt. Calendered Vinyl	72	5 5/16"	10' 5 3/4"	150
	TriVision 10'6" x 36'	4926ABC	10'6"h x 36'w	5.5"h x 18"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		15pt. Calendered Vinyl	104	3 5/8"	10'6"	150
	TriVision 14' x 48'	2190ABC	14'h x 48'w	7"h x 24"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25" inside all sides of the file for safety area.		15pt. Calendered Vinyl	96	5 3/8"	13'11"	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
	Digital Bulletins	14'h x 48'w 10'6"h x 36'w	384h x 1408w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 5px inside all sides of the file for safety area.
	Digital Poster	12'h x 25'w 11'6"h x 25'2"w	352h x 736w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 5px inside all sides of the file for safety area.
	Digital Magazine	33' 5.25"h x 22'0.5"w	580h x 420w pixels	72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 5px inside all sides of the file for safety area.

## **UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING:**

(note: JPEG files for digital billboards can simply be emailed to your account executive)

CLIENT (to upload): <http://www.adamsoutdoor.com>

Click on FTP folder in upper right hand corner of webpage.

**u: adamscharleston**

**p: charleston1770**

Click **Login**.

Click **Upload New File**.