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**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	FINISHING DETAILS	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Bulletin 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.		7 oz Seamless Vinyl	15'4"h x 49'4"w	4"	4"	150
	Bulletin 12' x 48'	12'h x 48'w	6.333"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	13'4"h x 49'4"w	4"	4"	150
	Bulletin 14' x 32'	14'h x 32'w	7.333"h x 16.333"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 33'4"w	4"	4"	150
	Bulletin 12'4"x 49'1.5"	12'4"h x 49'1.5"w	6.497"h x 24.86"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	13'8"h x 50'5.5"w	4"	4"	150
	Bulletin 12'3" x 24'9"	12'3"h x 24'9"w	5.373"h x 11.497"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	13'7"h x 26'1"w	4"	4"	150
	Bulletin 12' x 42'	12'h x 42'w	6.333"h x 21.333"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	13'4"h x 43'4"w	4"	4"	150
	Bulletin 12' x 36'	12'h x 36'w	6.333"h x 18.333"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	13'4"h x 37'4"w	4"	4"	150
	Bulletin 12' x 24'	12'h x 24'w	6.333"h x 12.333"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	12'8"h x 24'8"w	4"	4"	150
	Bulletin 10'2" x 24'1"	10'2"h x 24'1"w	5.417"h x 12.377"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	11'6"h x 25'5"w	4"	4"	150
	Bulletin 10' x 30'	10'h x 30'w	5.333"h x 15.333"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	11'4"h x 31'4"w	4"	4"	150
Bulletin 10' x 32'	10'h x 32'w	5.333"h x 16.333"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	11'4"h x 33'4"w	4"	4"	150		

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

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Eco-Flex Poster 10'5" x 22'8"	10'4.5"h x 22'7.5"w	5.207"h x 11.333"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	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 Bulletin 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 0.75" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	15'4"h x 49'4"w	4"	4"	150
	Backlit Bulletin 10'5" x 22'8"	10'5"h x 22'8"w	5.207"h x 11.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	11'1"h x 23'4"w	full	4"	150
	Backlit Bulletin 12' x 24'	12'h x 24'w	6.333"h x 12.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.		Backlit 15 oz Vinyl 100% on front	12'8"h x 24'8"w	full	4"	150

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

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	TriVision Bulletin 14' x 48'	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. Rigid PVC (96 strips)	13'11"h x 48'w, Each 5.4375" wide	N/A	N/A	150

**THE SQUARE:** Printed on vinyl, which allows for the reuse of the same vinyl and increases life span of creative.

SET-UP	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES	FINISHING	PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Square Bulletin 24' x 24'	24'h x 24'w	12.333"h x 12.333"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.		7 oz Seamless Vinyl	25'4"h x 25'4"w	4"	4"	150
Square Bulletin 27' x 25'	27'h x 25'w	13.833"h x 12.833"w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area.	7 oz Seamless Vinyl	28'4"h x 26'4"w	4"	4"	150		

**WALLSCAPES:** See page 4.

**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.

UNIT	DESCRIPTION	FILE SET-UP SIZE	FILE SET-UP NOTES
39152, 39153	I-94/HURON	240px H x 888px W	72 dpi/RGB/JPEG
760	I-96/BECK	240px H x 888px W	72 dpi/RGB/JPEG
761	I-96/BECK	260px H x 888px W	72 dpi/RGB/JPEG
9812, 9815	US-23/BARKER	240px H x 888px W	72 dpi/RGB/JPEG
803	I-96/NOVI	384px H x 1408px W	72 dpi/RGB/JPEG
41113, 41114	I-94/OUTER DRIVE	638px H x 506px W	72 dpi/RGB/JPEG
9822, 9823	I-75/M-39	416px H x 1472px W	72 dpi/RGB/JPEG
9824, 9825	I-75/JOSLYN (AUBURN HILLS)	520px H x 1840px W	72 dpi/RGB/JPEG
9821	I-75/MADISON (MUSIC HALL)	216px H x 792px W	72 dpi/RGB/JPEG
22105	TELEGRAPH N/O I-94	432px H x 1392px W	72 dpi/RGB/JPEG
22150	LODGE / LIVERNOIS	208px H x 752px W	72 dpi/RGB/JPEG
41049	US 23 N/O DAY RD (DUNDEE)	260px H x 920px W	72 dpi/RGB/JPEG

MECHANICAL SET-UP

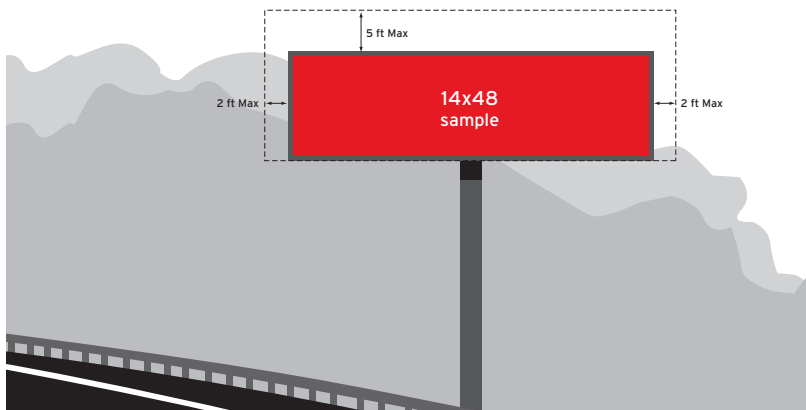
**UPLOAD YOUR FILES TO ADAMS OUTDOOR ADVERTISING:**

CLIENT (to upload): [www.adamsoutdoor.com](http://www.adamsoutdoor.com)

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

u: adamsannarbor  
p: annarbor8999

Click Upload new file.



**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 14x48 Bulletin Maximum Extensions: 5' off the top, 2' off the sides

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

**WALLSCAPES:** Large-scale signage that covers the side of a building. Printed on mesh vinyl, which allows for the reuse of the same vinyl and increases life span of creative.

	SET-UP					FINISHING				
	PRODUCT	LIVE AREA	FILE SET-UP SIZE	FILE SET-UP NOTES		PRINT MATERIAL	FINISHED HEM	BLEED	POCKET	DPI
	Wallscape 70' x 90'	70'h x 90'w	35.166''h x 45.166''w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25'' inside all sides of the file for safety area.		12 oz Mesh Vinyl, MEA (w/ flame retardant certificate)  *Must be printed in 2 pieces each 45'W x 70'H	5/8'' Grommets every 18'' on all sides	2''	N/A	75
	Wallscape 50' x 40'	50'h x 40'w	25.166''h x 20.166''w	300 dpi/CMYK. Bleed art to edge, but leave at least 0.25'' inside all sides of the file for safety area.		12 oz Mesh Vinyl, MEA (w/ flame retardant certificate)	5/8'' Grommets every 18'' on all sides	2''	N/A	75

\*Adams must speak with printer prior to production. Any deviation from specs may result in delayed posting and/or additional cost.

**CONTACTS:**

**Bulletins & Posters**

Ship To:  
Adams Outdoor Advertising  
880 James L Hart Parkway  
Ypsilanti, MI 48127

**Wallscapes**

Ship To:  
Eco Signs  
C/O Dave Small  
37 Enterprise Dr.  
Ann Arbor MI 48104  
Office: 734-276-8585  
[home@ecosignsolutions.net](mailto:home@ecosignsolutions.net)

**FOLDING SPECIFICS:**

- All banners need to be fan folded from bottom to top and need to be max **2' in width.**
- The top of banner should be at the top when finished folding.
- The vertical seam where the two banners meet the grommets need to line up side by side, if these grommets do not line up side by side the image will not line up.