

We support the following Macintosh software: Adobe Creative Suite (Photoshop, Illustrator, InDesign) 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 TWO Wednesdays PRIOR to post date.**

**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 0.5" inside all sides of the file for safety area. |                   | 7 oz Seamless Vinyl | 15'4"h x 49'4"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 0.5" inside all sides of the file for safety area. |                   | 7 oz Seamless Vinyl | 10'8"h x 30'8"w | 4"    | 4"     | 150 |
|                   | Bulletin 10'6" x 36' | 10'6"h x 36'w | 5.583"h x 18.333"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 |                 | 4"    | 4"     | 150 |

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

**THE PREMIER:** Poster sized and printed on vinyl that is posted by stretching on a frame.

| 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 | 10'6"h x 22'9"w | 5.2913"h x 11.4163"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.35" inside all sides of the file for safety area.  |                   | 3.2 oz Poly or Seamless 7oz (Formetco System) | 10'6"h x 22'9"w | full  | N/A    | 150 |
|                   | Premier Panel   | 12'3"h x 24'6"w | 6.63"h x 12.75"w     | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.375" inside all sides of the file for safety area. |                   | 7 oz Seamless Vinyl                           | 13'1"h x 25'6"w | 6"    | 4"     | 150 |
|                   | Premier Square  | 25'4"h x 24'6"w | 13.167"h x 12.583"w  | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.375" inside all sides of the file for safety area. |                   | 7 oz Seamless Vinyl                           | 26'h x 25'6"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 SET-UP | PRODUCT          | LIVE AREA       | FILE SET-UP SIZE   | FILE SET-UP NOTES   | FINISHING DETAILS | PRINT MATERIAL   | FINISHED HEM    | BLEED | POCKET | DPI |
|-------------------|------------------|-----------------|--------------------|---|-------------------|--|-----------------|-------|--------|-----|
|                   | Backlit Bulletin | 13'2"h x 47'2"w | 7.166"h x 24.166"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.5" inside all sides of the file for safety area.  |                   | Backlit 14 oz Vinyl<br>Double Striked<br>100% on front 50% on back | 14'1"h x 48'1"w | 7"    | 4"     | 150 |
|                   | Backlit Poster   | 12'h x 24'w     | 6.75"h x 12.75"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.75" inside all sides of the file for safety area. |                   | Backlit 14 oz Vinyl<br>Double Striked<br>100% on front 50% on back | 13'6"h x 25'6"w | full  | 4"     | 150 |

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

| MECH. SET-UP       | PRODUCT          | LIVE AREA           | FILE SET-UP SIZE  | FILE SET-UP NOTES   | FINISH DETAILS       | PRINT MATERIAL                                  | FINISHED HEM     | BLEED | POCKET | DPI |
|--------------------|------------------|---------------------|---|---|----------------------|---|------------------|-------|--------|-----|
|                    | TriVision Poster | 10'3/4"h x 22'1/3"w | 5.543"h x 11.5"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<br>66 Prisma Flex Panels | 10'9"h x 3'.56"w | N/A   | N/A    | 150 |
| TriVision Bulletin | 11'11.5"h x 50"w | 6.167"h x 25.167"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<br>100 Prisma Flex Panels  | 11'11.5"h x 50'.44"w | 2"  | N/A              | 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.

**All creative files NEED TO BE APPROVED by Adams Outdoor Advertising the Wednesday PRIOR to post date.**

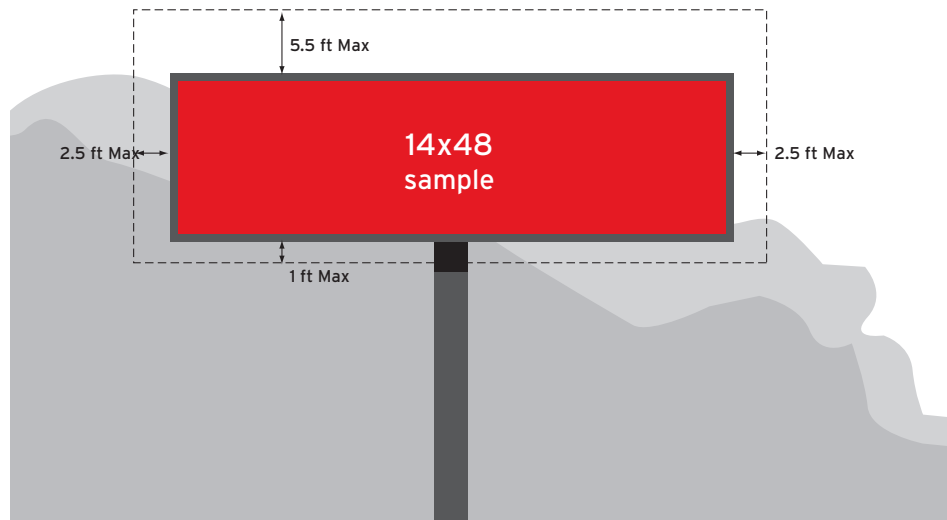
| MECH. SET-UP   | PRODUCT          | LIVE AREA          | FILE SET-UP SIZE  | FILE SET-UP NOTES   | FINISH | PRINT MATERIAL | FINISHED HEM | BLEED | POCKET | DPI |
|----------------|------------------|--------------------|---|---|--------|----------------|--------------|-------|--------|-----|
|                | Digital Bulletin | 14'h x 48'w        | 416h x 1440w 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  |
| Digital Poster | 10' x 22'        | 432h x 864w pixels | 72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 10px inside all sides of the file for safety area. | N/A   | N/A    | N/A            | N/A          | 72    |        |     |

**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

Standard 10'6 x 36' Bulletin Maximum Extensions: 4' off the top, 2' off the sides

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



**4' x 6':** Displayed in a kiosk, the viewer is able to stop and read it. It can hold more detailed information.

**BUS SHELTER:** Displayed in a bus shelter, the viewer is able to stop and read it. It can hold more detailed information.

**65" DIGITAL:** Exposed to pedestrian mall traffic on a digital TV screen. Individual ads play for 8 seconds.

| MECHANICAL SET-UP | PRODUCT              | LIVE AREA   | FILE SET-UP SIZE    | FILE SET-UP NOTES  | FINISHING DETAILS | PRINT MATERIAL                                     | FINISHED HEM      | BLEED | POCKET | DPI |
|-------------------|----------------------|-------------|---------------------|--|-------------------|--|-------------------|-------|--------|-----|
|                   | Hilldale 4' x 6'     | 6'h x 4'w   | 72"h x 48"w         | 150 dpi/CMYK. Bleed art to edge, but leave at least 2" inside all sides of the file for safety area.       |                   | 7 Mil Rigid Poly. Backlit Lam. Front, 3 Mil Luster | 5'8"h x 3'8"w     | N/A   | N/A    | 150 |
|                   | Hilldale Bus Shelter | 66"h x 45"w | 68.25"h x 47.25"w   | 150 dpi/CMYK. Bleed art to edge, but leave at least 2" inside all sides of the file for safety area.       |                   | 7 Mil Rigid Polyester Lam. Front, 3 Mil Luster     | 68.25"h x 47.25"w | full  | N/A    | 150 |
|                   | Hilldale 65" Digital | 65" TV      | 1080px h x 1920px w | 72 dpi/RGB/JPEG. Bleed art to edge, but leave at least 100px inside all sides of the file for safety area. |                   | N/A  | N/A               | N/A   | N/A    | 72  |
|                   | Hilldale 5' x 10'    | 5'h x 10'w  | 60"h x 120"w        | 150 dpi/CMYK. Bleed art to edge, but leave at least 2" inside all sides of the file for safety area.       |                   | 7 Mil Rigid Poly. Backlit Lam. Front, 3 Mil Luster | 60"h x 120"w      | N/A   | N/A    | 150 |

**ZOO:** Offers ability to advertise on wall vinyls, free-standing 4x6 kiosks, and more interactive cutouts.

| MECHANICAL SET-UP | PRODUCT               | LIVE AREA     | FILE SET-UP SIZE  | FILE SET-UP NOTES   | FINISHING DETAILS | PRINT MATERIAL       | FINISHED HEM  | BLEED | POCKET | DPI |
|-------------------|-----------------------|---------------|-------------------|---|-------------------|----------------------|---------------|-------|--------|-----|
|                   | 9'h x 9'w Wall Vinyl  | 9'h x 9'w     | 4.75"h x 4.75"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.20" inside all sides of the file for safety area. |                   | 13 oz. Seamed Vinyl  | 9'h x 9'w     | full  | 3"     | 100 |
|                   | 5'h x 15'w Wall Vinyl | 5'h x 15'w    | 2.75"h x 7.75"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.20" inside all sides of the file for safety area. |                   | 13 oz. Seamed Vinyl  | 5'h x 15'w    | full  | 3"     | 100 |
|                   | 6'h x 18'w Wall Vinyl | 6'h x 18'w    | 3.167"h x 9.167"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.20" inside all sides of the file for safety area. |                   | 13 oz. Seamed Vinyl  | 6'h x 18'w    | full  | 3"     | 100 |
|                   | Zoo 4' x 6' Kiosk     | 70"h x 47.5"w | 70"h x 47.5"w     | 150 dpi/CMYK. Bleed art to edge, but leave at least 2" inside all sides of the file for safety area.    |                   | Bantex Recycle Vinyl | 70"h x 47.5"w | N/A   | N/A    | 150 |
|                   | Zoo Cutout            | 6'h x 6'w     | 82"h x 82"w       | 150 dpi/CMYK. Bleed art to edge, but leave at least 6" inside all sides of the file for safety area.    |                   | 13 oz. Seamed Vinyl  | 82"h x 82"w   | full  | N/A    | 100 |

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

Digital Bulletin files can be emailed to Account Executive.  
For files larger than 2 MB:

CLIENT (to upload): <http://www.adamsoutdoor.com>  
Click on FTP folder in upper right hand corner of webpage  
u: adamsmadison  
p: madison7900  
Click Upload new file.  
Choose "Madison" for Market.

If you have problems uploading, an alternative is [www.WeTransfer.com](http://www.WeTransfer.com).  
FREE, No account necessary, no software required, up to 2GB files.

**ODD-SIZED BILLBOARDS:** These are non-standard sizes and specific billboards within our inventory. Billboard numbers are listed below. **DO NOT** use these specs unless you know the billboard is specifically one of these odd-sizes.

| MECHANICAL SET-UP        | PRODUCT                                       | LIVE AREA           | FILE SET-UP SIZE  | FILE SET-UP NOTES  | FINISHING DETAILS | PRINT MATERIAL      | FINISHED HEM      | BLEED | POCKET | DPI |
|--------------------------|---|---------------------|---|--|-------------------|---------------------|-------------------|-------|--------|-----|
|                          | Point Self-Store 6'h x 20'w                   | 6'h x 20'w          | 3.25"h x 10.25"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 | 6'6"h x 20'6"w    | 3"    | 3"     | 150 |
|                          | Point Self-Store 6'h x 24'w                   | 6'h x 24'w          | 3.25"h x 12.25"w  | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.188" inside all sides of the file for safety area. |                   | 7 oz Seamless Vinyl | 6'6"h x 24'6"w    | 3"    | 3"     | 150 |
|                          | Evansville 6'h x 10'w<br>(JB400)              | 6'h x 10'w          | 3.333"h x 5.333"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.33" inside all sides of the file for safety area.  |                   | 7 oz Seamless Vinyl | 6'h x 10'w        | 3"    | 3"     | 150 |
|                          | Wauaukee Hwy Q 8'h x 12'w<br>(JB180)          | 8'h x 12'w          | 4.25"h x 6.25"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.33" inside all sides of the file for safety area.  |                   | 7 oz Seamless Vinyl | 8'h x 12'w        | 3"    | 3"     | 150 |
|                          | Hwy 51 8'h x 16'w<br>(347)                    | 8'h x 16'w          | 4.583"h x 8.583"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.375" inside all sides of the file for safety area. |                   | 7 oz Seamless Vinyl | 8'6"h x 16'6"w    | 3"    | 3"     | 150 |
|                          | I90/39 8'h x 20'w<br>(343)                    | 8'h x 20'w          | 4.667"h x 10.833"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 | 8'6"h x 20'6"w    | 3"    | 3"     | 150 |
|                          | I90/39 8'h x 20'w<br>(344)                    | 8'h x 20'w          | 4.667"h x 10.833"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 | 8'h x 20'w        | 3"    | 3"     | 150 |
|                          | I90/39 8'h x 20'w<br>(401)                    | 8'h x 20'w          | 4.667"h x 10.833"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 | <b>8'6" x 21'</b> | 3"    | 3"     | 150 |
|                          | Janesville 10'h x 30'w<br>(JB405)             | 10'h x 30'w         | 5.25"h x 15.25"w  | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.55" inside all sides of the file for safety area.  |                   | 7 oz Seamless Vinyl | 10'6"h x 30'6"w   | 3"    | 3"     | 150 |
|                          | Sun Prairie 10'h x 30'w                       | 10'h x 30'w         | 5.5"h x 15.5"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 | 10'6"h x 30'6'w   | 3"    | 3"     | 150 |
|                          | Sun Prairie 10'6"h x 46'9"w                   | 10'6"h x 46'9"w     | 5.5"h x 23.7"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 | 10'6"h x 46'9"w   | N/A   | 3"     | 150 |
|                          | Janesville 10'h x 60'w<br>(JB404-1B & 2B)     | 10'h x 60'8"w       | 5.5"h x 31"w  | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.375" inside all sides of the file for safety area. |                   | 7 oz Seamless Vinyl | 11'h x 62'w       | 3"    | 3"     | 150 |
|                          | Side-by-Side 12'h x 50'w<br>(123-1B)          | 12'3"h x 49'w       | <b>6.46"h x 24.833"w</b>  | 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 50'w       | Full  | 4"     | 150 |
|                          | Side-by-Side 12'3"h x 49'9"w<br>(139-1A & 1B) | 12'3"h x 49'9"w     | 6.625"h x 25.125"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 | 13'3"h x 50'3"w   | 3"    | 3"     | 150 |
|                          | Beloit 16'h x 20'w<br>(JB401-1A & 1B)         | 16'h x 20'w         | 8.333"h x 10.333"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 | 17'4"h x 21'4"w   | Full  | 4"     | 150 |
|                          | Columbus 21'h x 30'w<br>(334-1A & 2A)         | 21'h x 30'w         | 11"h x 15.5"w   | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.55" inside all sides of the file for safety area.  |                   | 7 oz Seamless Vinyl | 22'h x 31'w       | 3"    | 3"     | 150 |
| Columbus 24'6"h x 25'6"w | 24'6"h x 25'6"w                               | 13.167"h x 12.583"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 0.55" inside all sides of the file for safety area. | 7 oz Seamless Vinyl  | 24'6"h x 25'6"w   | 3"                  | 3"                | 150   |        |     |

**ODD-SIZED BANNERS:** These are non-standard sizes with specific on-location installations.

| MECHANICAL SET-UP | PRODUCT                            | LIVE AREA        | FILE SET-UP       | FILE SET-UP NOTES  | FINISHING DETAILS | PRINT MATERIAL      | FINISHED HEM  | BLEED     | POCKET  | DPI |
|-------------------|------------------------------------|------------------|-------------------|--|-------------------|---------------------|---------------|-----------|---------|-----|
|                   | KEVA 17'h x 16'w Banner            | 17'h x 16'w      | 8.5"h x 8"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 | 17'h x 16'w   | 3"        | 3"      | 300 |
|                   | Meriter 179"h x 29"w Plaza Banners | 179.5"h x 29.5"w | 29.25"h x 87.75"w | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.   |                   | 13 oz. Seamed Vinyl | 5'h x 15'w    | 1" Bottom | Caspian | 300 |
|                   | Meriter 62"h x 24"w Plaza Banners  | 62"h x 24"w      | 79"h x 24"w       | 150 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.   |                   | 13 oz. Seamed Vinyl | 6'h x 18'w    | 1" Bottom | Caspian | 150 |
|                   | Meriter 124"h x 24"w Plaza Banners | 124"h x 24"w     | 124"h x 24"w      | 300 dpi/CMYK. Bleed art to edge, but leave at least 1" inside all sides of the file for safety area.   |                   | 13 oz. Seamed Vinyl | 68"h x 45.5"w | 1" Bottom | Caspian | 150 |