

Artwork Guidelines

PROGRAMS SUPPORTED:

Adobe Illustrator CC • Adobe Photoshop CC • CorelDraw X7 • Flexi Design 12

FILE TYPES: *WE PREFER VECTOR FILES OVER RASTER*

Preferred Vector Files Type

.ai
.cdr
.eps
.fs
.pdf

Preferred Raster Files Type

.psd
.jpg
.tif

Please call if you have a different file type.

FILE SETUPS: *TEMPLATES ARE SET UP AT A 1":1' SCALE*

Vinyl billboards with 3" pole pockets typically require 6" bleed on all sides. If you supply artwork without bleed included, we will add it. It is important to keep this in mind when cropping/placing photos. At 1":1' scale, a resolution of 300 DPI is the minimum recommended for all photos and raster files.

Please outline any copy or provide fonts.

COLOR SPEC:

Please call out all colors in Pantone Solid Coated or CMYK. Preferably, black elements should be rendered at C:40 M:40 Y:25 K:95 to yield the richest black.

PANEL SIZES: *SEE SECOND PAGE FOR SIZES*

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PANEL SIZES

6'h x 16'w billboard image size: 6"h x 16w" / with bleed: 7"h x 17"w
10'h x 15'w billboard image size: 10"h x 15w" / with bleed: 11"h x 16"w
10'h x 24'w billboard image size: 10"h x 24w" / with bleed: 11"h x 25"w
10'-6"h x 36'w billboard image size: 10.5"h x 36w" / with bleed: 11.5"h x 37"w
12'h x 24'w billboard image size: 12"h x 24w" / with bleed: 13"h x 25"w
12'h x 36'w billboard image size: 12"h x 36w" / with bleed: 13"h x 37"w
12'h x 48'w billboard image size: 12"h x 48w" / with bleed: 13"h x 49"w
14'h x 48'w billboard image size: 14"h x 48w" / with bleed: 15"h x 49"w

LIVE AREA SPACE: Come in a 1/2" on all side to keep all copy from the edges.