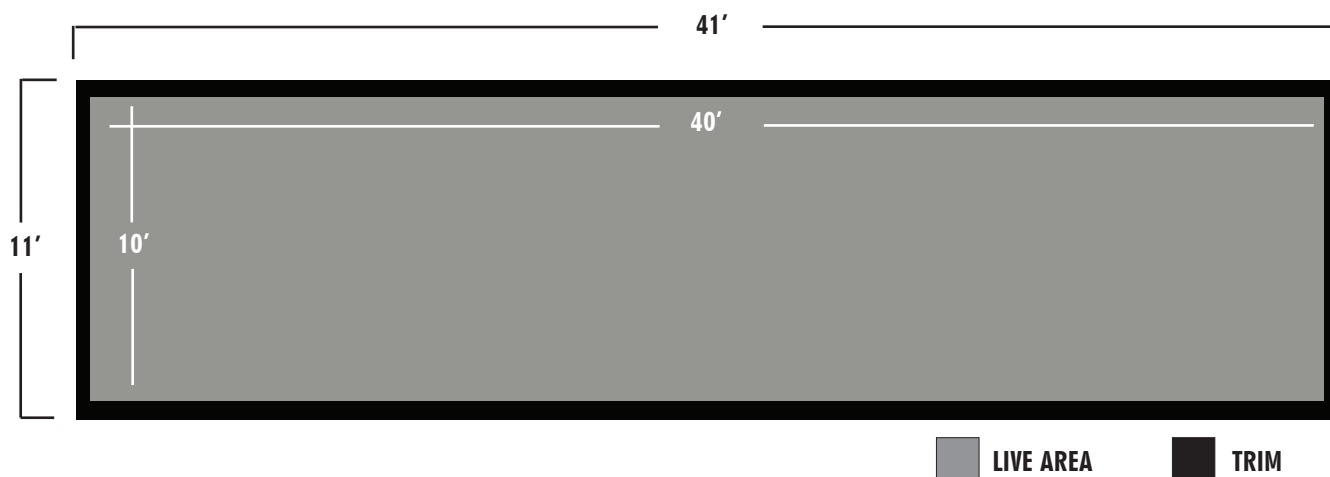


10'x 40' BULLETIN

DESIGN AND FINISHING SPECIFICATIONS



DESIGN SPECIFICATIONS*

SCALE / RESOLUTION / LIVE & TRIM AREAS

Built at 9ppi @ 300 document resolution

Live area document size: 3.60" x 14.40"

Overall document size: 3.96" x 14.76"

COMPATIBLE SOFTWARE

Adobe Photoshop

Adobe Illustrator

Macromedia FreeHand

Adobe InDesign

QuarkExpress

ACCEPTABLE FORMATS

DESIGN: Native file format of the software listed above or Adobe PDF (fonts embedded)

LINKS: .EPS (cmyk) .TIF (cmyk)

FONTS: Convert to outline (Quark files must include fonts)

COLOR MATCHING

If precise color matching is critical, please provide a quality matchprint and/or Pantone callout for solid colored areas.

FINISHING SPECIFICATIONS

Live image area: 10' x 40'

Overall size including bleed: 11' x 41'

Restrict your design to the dimensions of the structure. The structure size represents the actual live area of the billboard. Bleed your background by 6" on all four sides to create the trim. This makes the overall vinyl size 1' larger than the image area in both height and width. The production facility should make 3" pockets on the back of the vinyl for installation. This does not change the overall size of the vinyl.

MATERIAL / SUBSTRATE / INK

Material/Substrate:

Recommended: Front lit PE or PVC

Preferred weight: 7 ounces

Minimum Warranty: 1 year against ink fade, ink peeling, and failure of material or pockets

Inks: Inks must be weatherproof/waterproof with sufficient UV protection, and in compliance with product bulletin specifications or substrate manufacturer.

*Please note that software and formats may vary depending on the printer.

