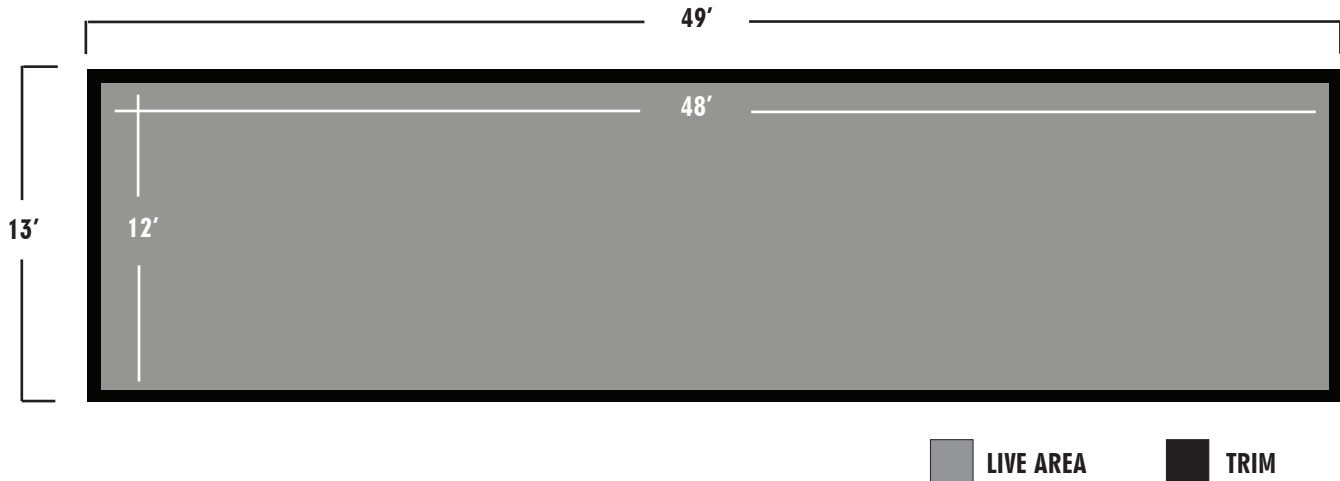


# 12'x48' BULLETIN

## DESIGN AND FINISHING SPECIFICATIONS



### DESIGN SPECIFICATIONS\*

#### SCALE / RESOLUTION / LIVE & TRIM AREAS

Built at 9ppi @ 300 document resolution  
Live area document size: 4.32" x 17.28"  
Overall document size: 4.68" x 17.64"

#### 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: 12' x 48'  
Overall size including bleed: 13' x 49'

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  
bulletin specifications or substrate manufacturer.

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

