

ART GUIDELINES

File Formats

A pdf, tiff, ai, jpg, or psd file may be used to print.
Layered psd, pdf, ai or tiff files may be sent if adjustments are needed.
Crop and registration marks as well as color keys should be left off.

File Sizes

Vinyl Bulletin files can be built at 1/2" = 1' scale at 400ppi cmyk.
These files need an additional 1/4" on all side for the wrap.
For example a 14'x48' will be scaled to 7"x24" with wrap 7.5"x24.5".

Retro poster (PosterFlex) files can be built at 10.5"x22.799"
at 288ppi cmyk.

*Retro Poster files don't require any wrap.

Printer templates are available, email fkardell@lamar.com.

Digital Display files

Bulletin - 400x1400 pixels Retro (10x21) - 400x840 pixels

*150 ppi in rgb format for all

File Delivery

Most files will be under 20MBs and can be emailed.
We like Hightail.com for files over 20MBs & up to 75MBs.
We can download files from your ftp site as well.



Contact the art dept at 402-734-6850 x216 or fkardell@lamar.com