

# Camera Ready Outdoor Print Specs

## Acceptable File Formats:

- **PDF (preferred format)** - Make sure your pdf's have all fonts embedded or created as outlines. You will need to make sure all your images are at least 300-408 ppi. Make sure your PDF settings are not down sampling your images to a lower ppi.
- **Adobe Creative Suites (InDesign, Photoshop, Illustrator)** - We have Creative Suites 4. We should be able to open any files created in CS 1-4. Please make sure your included all images, and fonts. You can create your fonts as outlines. Please send all files in a Stuff-It or Zip compression format.
- **Color Mode** - Please make sure all your art and colors in your design are in CMYK (process) mode. We can not accept colors saved as SPOT colors. If you need a specific color, please use the PMS color system and make sure the color mode is CMYK or PROCESS.

**NOTE:** If you are using Quark Xpress, we can only open/convert files saved as Quark 4 or lower. To avoid any format conflicts please provide your art as a PDF.

**NOTE:** We do not accept files built in MS Word or Powerpoint or any other word processing program. We also do not accept MS Publisher files.

## Scaling & Creation Tips:

Create your files to a manageable scale (versus the full scale of the final board). We recommend working at a scale of 1/2" = 1' scale and using a .25" amount of bleed. Please provide a minimum resolution of 300 ppi, 408 ppi for optimal output, for any photographic elements. For example, a 14'x48' billboard would scale to 7"x24". Be sure to include .25" of bleed to be used for wrapping around the structure and all critical elements should be .25" from the edge of the Live area. When building your file, please work in CMYK using US Web Coated (SWOP v2) color profile. If you assign PMS color callouts for solids, please use the Pantone Solid to Process library of colors as all jobs will be printed in 4-color process.

## Sizing Examples

SCALE	FINAL LIVE SIZE	REDUCED LIVE SIZE	BLEED AMOUNT	FINAL REDUCED SIZE WITH BLEED	RESOLUTION AT REDUCED SIZE	FINAL OUTPUT RESOLUTION	FINAL BLEED AMOUNT	FINAL OUTPUT SIZE w/Bleed
1/2" = 1'	20' x 60'	10" x 30"	.25"	10.5" x 30.5"	408ppi / 300ppi	17ppi / 12.5ppi	6"	21' x 61'
1/2" = 1'	14' x 48'	7" x 24"	.25"	7.5" x 24.5"	408ppi / 300ppi	17ppi / 12.5ppi	6"	15' x 49'
1/2" = 1'	15' x 36'	7.5" x 18"	.25"	8" x 18.5"	408ppi / 300ppi	17ppi / 12.5ppi	6"	16' x 37'
1/2" = 1'	10'6" x 36'	5.25" x 18"	.25"	5.75" x 18.5"	408ppi / 300ppi	17ppi / 12.5ppi	6"	11.6' x 37'
1/2" = 1'	12'3" x 24'6"	6.15" x 12.3"	.25"	6.65" x 12.80"	408ppi / 300ppi	17ppi / 12.5ppi	6"	13'3" x 25'6"
1/2" = 1'	11' x 40'	5.5" x 20"	.25"	6" x 20.5"	408ppi / 300ppi	17ppi / 12.5ppi	6"	12' x 41'

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