

14x48 BULLETIN BILLBOARD SPECS

Live / Viewable Area: 14' h x 48' w

PRODUCTION INSTRUCTIONS.

Print on flex vinyl. Order billboard size + standard bleeds and pockets all around. (3" + 4")

Overall size: 15' 2" h x 49' 2" w (includes an additional 7" extra per edge for installation. 3" for bleed, 4" for pull pockets)

Maximum Extension (cut outs if applicable) Top: 5' 6" Sides: 2' w per side Bottom: 1' 6"

ARTWORK REQUIREMENTS

Approved art work should be uploaded to VEALE or printer preferably 21 days before installation date so that "faster than ground" shipping costs can be avoided.

Art File(s) loading:

www.onlinefilefolder.com

user name: billboardproduction password: upload

Mechanical Proportion and Scale

- 1/4" = 1' or 1/2" = 1' scale
- Live area at digital art board is thus 3.5" x 12" or 7" x 24"
- Artwork should have Cropmarks and bleeds matching the 14x48 scale layout.
- Digital Resolution of placed art at this scale is best at 600dpi but 300 is sufficient.
- Ideally files are Photoshop, Adobe PDF or Illustrator and should be CMYK.

ART & DESIGN TIPS

- Art should be slightly more saturated than print to make up for the outdoor environment
- Headlines (text) should be limited to 6-7 words. The shorter the better.
- Text should be high contrast.
- Photos and art should be big and clear.
- Outdoor is not a direct response media so contact info is best left to a BIG and clear logo
- Phone numbers do not work well for outdoor and should only be used if that is how a full purchase is completed AND if number is alphanumeric. Think 1-800-FLOWERS
- For some advertisers a next exit or address may make sense. For others a Web address.

SHIPPING INFO

Ship Vinyls to: Veale Outdoor Attention Tom Jackson

2800 Cleveland Avenue, Suite A2, Santa Rosa, CA 95403 PH 1-707-575-3752

Material should preferably arrive 5 days prior to installation date to ensure on time start.

Veale Outdoor can help with any and all parts of the creative, production and printing process. Contact Tom Jackson 707 481-7461

Tom@vealeinvestment.com for more information.



