BILLBOARD SPEC SHEET

DESIGN & FINISHING SPECIFICATIONS

The following specifications can be used when creating a production file for Ultra Outdoor's static Bulletin inventory. The exceptions include TriVisions, J-Bolt panels, and Wallscapes.

PRODUCTION RESOLUTION

Ultra Outdoor Bulletins are set up 1/2" = 1' scale at 300dpi document resolution. This equates to about 12.5 pixels per linear inch on the final product.
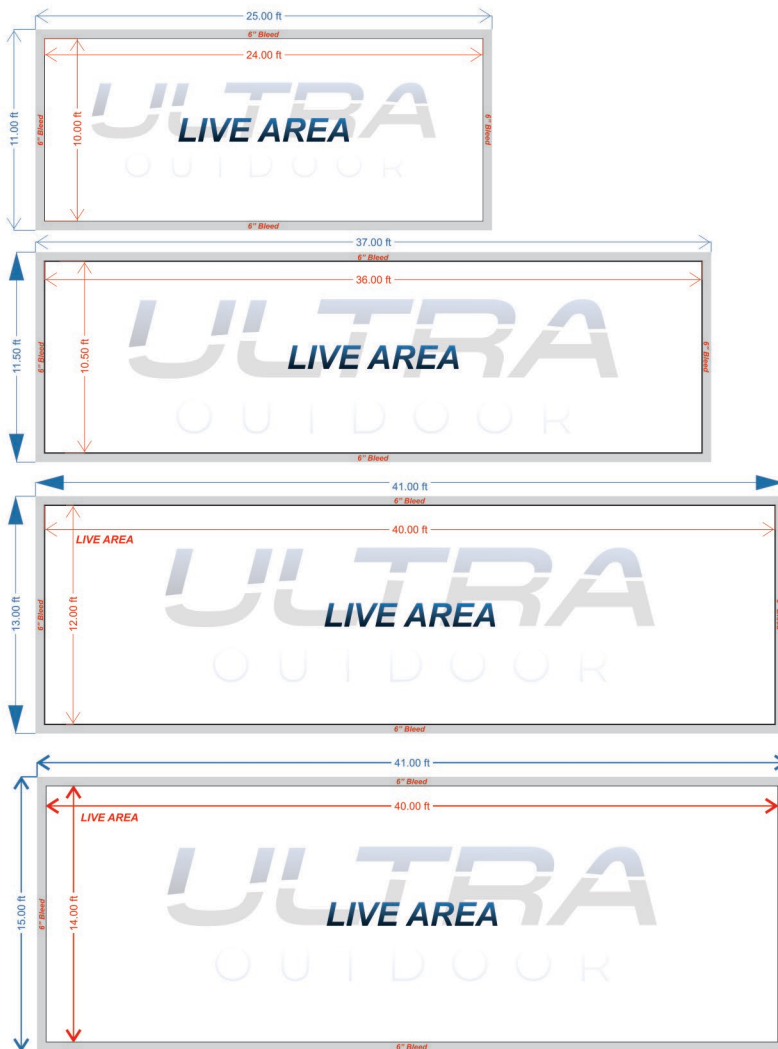
MECHANICAL SPECIFICATIONS

Hold your design to the dimensions of the structure. The structure size represents the actual image area of the billboard.

Bleed your background by 6" on all four sides. 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

Use the illustrations below as an example.

MATERIAL, SUBSTRATE, INKS & WARRANTIES

Material/Substrate:
Ecoflexx 3.0
1 year or less posting
Sizes up to & including 14x48

Material/Substrate:
7ounce PVC Vinyl Flex
Up to 2 years posting
Sizes over 14x48

Minimum Warranty:
1 year against ink fade, ink peeling, and failure of material or pockets. Note: 12 ounce material is not preferred, but will be accepted at this time.

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

ART SPECIFICATIONS & GUIDELINES

Compatible Software:
Adobe Photoshop, Illustrator, or InDesign.'

Artwork should be in CMYK not RGB format.
Setup artwork using 1 inch = 1 foot scale.
Include 0.5" bleed on all sides, which equals 6" on actual size.
Convert all Type/Fonts into outlines or curves.
Embed all placed images.

InDesign Files must contain all images and fonts.

Corel Draw or Flexisign files must have text converted to curves and exported as a PDF.

Raster Applications (Ex. Adobe PhotoShop):
Artwork should be in CMYK **not RGB** format.
Setup artwork using 1 inch = 1 foot scale.
Include 0.5" bleed on all sides, which equals 6" on actual size.
Keep layers intact, please do not flatten.
Embed all placed images.

Color Matching and Proof Approval
A proof of your design assists us in accurately verifying that our conversion process has not greatly manipulated your artwork. For best results we suggest that you send us a color proof of your design suitable for color reference. All spot colors will be printed using **CMYK** equivalents. Online approval of proofs is subject to our Online Proofing Terms and Conditions located at www.outdoorimageusa.com. If your job is color critical, you must approve a hard copy or substrate proof before we print your order. Our hard copy proofs are printed in 4-color, are within 5% accuracy for color, and will be sent to you via FedEx overnight. If your job is not color critical, we can e-mail your proof to you. lease be aware that a delay in proof approval will also delay your delivery date. Quoted turnaround times start from the time of our receipt of your proof approval. We print the proof that you have approved.