



PO Box 220417 Newhall CA 91322

BILLBOARD ART SPECIFICATIONS FOR COMPUTER FILES

We are currently using Adobe Illustrator and Photoshop. These are the main programs used in the industry for professional grade advertising production. Please remember that these programs support the following file types:

- .psd acceptable at 300 dpi @100%.
- .jpg acceptable rasterized file at 300 dpi @100%.
- .tif acceptable rasterized file at 300 dpi @100%.
- .ai acceptable vector art.
- .pdf acceptable as vector and rasterized at 300 dpi @100%.
- .eps acceptable as vector and rasterized at 300 dpi @100%.

Unfortunately, submitting your artwork through such programs as Microsoft Word, Microsoft Powerpoint, Microsoft Publisher, and Microsoft Excel will not allow us to produce the best quality product for your campaign. These programs do not handle graphics well and are not made to print professional artwork. As a result, we cannot accept artwork files that are submitted through these programs. If this proves problematic, please contact us and we will help you find a solution to bring you the best quality artwork!

MEDIA ACCEPTED

CD or DVD's
Thumb Drives

SIZE/SCALE

Work with a scale of one inch (1") equals (=) one foot (1'). For instance, if your final size were going to be 6' x 12' you will set up the file at 6" x 12"

COLOR CALL-OUTS

Please include a print-out of your art so that we know how the billboard is to appear. Include color call-outs for every job. Color for each panel, font and detail must be indicated. You can use a legend at the bottom of the page indicating each PMS color.

IMAGE FILES OR SCANS

Need to be a minimum of 300 DPI.

FONTS

Include all fonts used in PC format, or convert all fonts to "Curves" or "Outlines". You must include all fonts or you will be charged the cost of the fonts.

SMART IDEA: Simple copy (7 words or less) is best and most effective.