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To aid our customers who need design assistance for their billboard campaign, Apple Outdoor provides in-house design & consultation services. By producing billboards on a daily basis, our design staff has insights into proper board design and readability that other design agencies can miss. We provide this service at no-charge to our customers. Just consult your Apple sales representative for more details.

Billboard Tips:

- Portray the correct message
- Create a short message that is to-the-point
- Include a clear, vibrant graphic that is attention-grabbing
- Use images relevant to your message
- Make sure your text is easy to read
- Know who you are targeting
- Be creative and innovative
- Check for any grammatical/ spelling errors

Specifications Information

File set-up:

Set-up your file(s) using "1 inch = 1 foot" at 300dpi in CMYK color mode.

14"x48" @300dpi 1 inch = 1 foot 15"x49" - (live copy area)

10.5"x36" @300dpi 1 inch = 1 foot 11.5"x37" - (live copy area)

12"x24.5"@300dpi 1 inch = 1 foot 13"x25.5" - (live copy area)

10.417"x22.667" @300dpi 1 inch = 1 foot n/a

Note: All sizes are (height) x (width) as most all billboards are landscape (not portrait)

File Format:

Any native document with supporting fonts/files (indesign, illustrator, photoshop, etc...), or high-res PDF, TIF, PSD, etc...

Additional specs:

Specify PMS colors if possible

Convert text to curves/outlines to avoid font conflicts
Include all supporting files (images, art, fonts)

If you use effects in Illustrator, InDesign, etc., set the document raster settings at 300dpi, transparent, and do not "preserve spot colors."

File Upload:

To upload your artwork for production please click the FTP Upload link on the website and enter your login information.