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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... and 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 grammatical/spelling errors

File Upload:

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

Specification Information

FILE SET-UP (Print)

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...

FILE SET-UP (Digital)

File Type: Uncompressed JPG, 72 DPI, RGB

File name should indicate unique creative

Submit files to: kgolden@appleoutdoor.com at least (3) business days before campaign start date.

14'H x 48'W:

<u>Unit #</u>	<u>Description/Location</u>	<u>Size-Digital</u>	<u>File Dimensions</u>
1126	RT 30 @ Roosevelt Ave	14'H x 48'W	858 x 242

10'6"H x 36'W:

<u>Unit #</u>	<u>Description/Location</u>	<u>Size-Digital</u>	<u>File Dimensions</u>
1114-02	I-83 s/o RT 30 n/o Loucks Mill	10'6"H x 36'W	176 x 638
4164-02	Rt 40 East of Maloney Road, s/s, facing west	10'6"H x 36'W	176 x 638
5000-01	Route 40 w/o Mechanic's Valley Rd, n/s, f/e	10'6"H x 36'W	192 x 624

11'H x 22'W:

<u>Unit #</u>	<u>Description/Location</u>	<u>Size-Digital</u>	<u>File Dimensions</u>
6208	Rt. 140 @ Dede Rd. s/s	11'H x 22'W	198 x 396
1294-01	S. George St. s/o Country Club Dr.	11'H x 22'W	198 x 396
1240-01	North 500' s/o Oakland Rd., w/s, facing north	11'H x 22'W	198 x 396

16'Hx12'W:

<u>Unit #</u>	<u>Description/Location</u>	<u>Size-Digital</u>	<u>File Dimensions</u>
1284	Queen St. n/o I-83 (Tyler Run Rd.)	16'H x 12'W	220 x 286

Additional specs:

- Specify PMS colors, if possible.
- Convert text to outlines to avoid font conflicts. Include supporting files (images, art, fonts).
- If you use effects in Illustrator, In Design, etc., set the document raster settings at 300dpi, transparent, and do not "preserve spot colors."