

# Art & Production Specs

## Programs Supported

Adobe Creative Suite  
InDesign, Illustrator, Photoshop

## Accepted File Types

psd, tiff, jpeg, eps, ai, or pdf

## Art Specifications

- ♦Use 1" Scale
- ♦Convert all files to outline
- ♦CMYK files
- ♦Include or embed all imported graphics
- ♦If we are creating art - include hi res graphics & logos - 300 DPI or higher, font names, PMS color.

## File Transfer Routes



Email files less than 10 MB to  
jane@mclellanassociates.com



USB drive



CD/DVD



Online (set up FREE dropbox acct  
and share file with Jane - send  
email with link.

If AOA is designing artwork - there are two (2) allowed changes in the initial pricing - additional changes will be billed at \$75 an hour.

Artwork should be delivered two (2) weeks prior to scheduled display date and formatted to above specifications.

\*\*\*\*\*

[www.advancedoutdoorassociates.com](http://www.advancedoutdoorassociates.com)

### Questions:

Mike Linn - 501-269-9801  
mlinn.aoa@gmail.com

Jane McLellan - 501-580-1093  
jane@mclellanassociates.com

## Static Specs for Designers

### DIGITAL BOARD

10'x20

720 High pixel x 1520 Wide pixel  
72 DPI - JPEG file

### 8'H x 24'W

Safe area 7' x 23'  
Bleed-9'x25' finished  
DPI - 300

### 10'H x 30'W

Safe area 9' x 29'  
Bleed-11'x31' finished  
DPI - 300

### 10'H x 32'W

Safe area 9' x 31'  
Bleed-11'x33' finished  
DPI - 300

### 10'H x 36'W

Safe area 9' x 35'  
Bleed-11'x37' finished  
DPI - 300

### 10'.6"H x 40'W

Safe area 9'.6"x39'  
DPI - 300

### 12'H x 36'W

Safe area 11' x 35'  
Bleed-13'x37' finished  
DPI - 300

### 12'H x 40'W

Safe area 11' x 39'  
Bleed-13'x41' finished  
DPI - 300

### 14'H x 40'W

Safe area 13' x 39'  
Bleed-15'x41' finished  
DPI - 300

### 14'H x 48'W

Safe area 13' x 47'  
Bleed-15'x49' finished  
DPI - 300