



Artwork Guidelines

FILES

Art needs to be created at a scale of 1/2 inch equals 1 foot at 300 dpi. Also, be sure to add 5/16 or .3 of an inch bleed to each side for bulletins. For example: the finished art size for a 14'x48' bulletin is 7.6"x 24.6". Keep live material within 3/8" of each side.

FILE FORMAT

We accept psd, tif, eps, and pdf files. All colors CMYK, include PMS colors if necessary. Make sure to flatten layers and convert fonts to outlines. Files created in Microsoft programs (Publisher, Word, PowerPoint, etc) are not accepted.

FILE DELIVERY

Email files to your Account Executive. Files must be smaller than 3.5 megs, for larger files use a ftp site or save on disk.

Using a FTP program upload to:

[ftp.fairwayoutdoor.com](ftp://ftp.fairwayoutdoor.com)

username: client

password: client!

After placing file(s) on ftp site, please email the file name to your Account Executive.

Mail files to us on CD or DVD. Please include a color print.

BULLETIN PRODUCTION

Keep all live material (logos, wording, etc) at least 3/8" from all sides.

Billboard

14'H x 48'W

10.5'H x 36'W

Retro

FXU

Document Size

7.6"H x 24.6"W (Includes 10/16 inch bleed.)

5.85"H x 18.6"W (Includes 10/16 inch bleed.)

5.2"H x 11.3"W Does not include bleed.

5.7"H x 11.8"W Includes bleed.

POSTER PRODUCTION

Bleed is not necessary on posters. Keep all live material (logos, wording, etc) at least 3/8" from all sides.

Poster

Single Sheet Poster

8 Sheet Poster

Document Size

5.2"H x 11.33"W

5"H x 11"W

MOBILE BILLBOARD PRODUCTION

Bleed is not necessary on mobile billboards. Keep all live material (logos, wording, etc) at least 3/8" from all sides. Art for the mobile needs to be created at 600 dpi.

Mobile Billboard

Mobile

Document Size

5.2"H x 11.3"W

EXTENSIONS & EMBELLISHMENTS

Embellishments or extended advertising space for the 14' x 48' and 10.5' x 36' bulletins are normally limited to 5 feet above, 2 feet to each side and 1 foot below the normal face of the display.

PHOTOS & LOGOS

Photo images and logos need to be at least 4" wide at 300 dpi. We CANNOT produce billboards from website images, business cards, or computer printouts. For additional information on providing images contact the Art Department.