



# Digital Billboard Production Information

The most important "art requirement" that I can recommend is to use our Photoshop templates. These templates offer several important benefits and will ensure that we produce your design in the fastest and most accurate manner possible.

- Our template is set up for optimal output. The resolutions for each template are already optimized for our 10ft x 30ft billboards and will produce optimal output when enlarged.
- Our template will be the correct size.
- Our template contains guidelines for both the live area and finished area.
- Our template has the proper color profile already applied.
- Our template is already saved with LZW compression.

If our Photoshop templates are not for you, we still need your print-ready artwork so here are some helpful tips.

- Our preferred file format is a flattened Photoshop .tif file using LZW compression. Please always name files of this type using the 3 character extension ".tif" at the end of your file name (even if you are on a Mac).
- If you build your file using the recommended format there will be no need to use additional compression software such as WinZip or Stuffit when uploading your files.
- We support the latest versions of all the software listed below for both Macintosh and Windows:
  - Major drawing applications (i.e., Adobe Illustrator, Corel Draw, Macromedia Freehand)
  - Major page layout applications (i.e., QuarkXPress, Adobe Pagemaker and Adobe Indesign)
- Create your files to a manageable scale (versus the full scale of the final board). We recommend working at a scale of 1/2" = 1' scale and using a .25" amount of bleed.
- Please provide a minimum resolution of 300 ppi, 408 ppi for optimal output, for any photographic elements. Be sure to include .25" of bleed to be used for wrapping around the structure and all critical elements should be .25" from the edge of the Live area.
- When building your file, please work in CMYK using US Web Coated (SWOP v2) color profile.
- If assigning PMS color callouts for solids, please use the Pantone Solid to Process library of colors as all jobs will be printed in 4-color process.

**NOTE:** When using these software packages to create files please follow the same basic information herein, but keep in mind that you will need to compress the files into one archive using Stuffit for Macintosh users and WinZip for Windows users. This helps maintain the file's integrity and prevents fonts from getting corrupted during upload.

**NOTE:** We do not accept files built in MS Word or Powerpoint or any other word processing or publishing program for that matter.

**Questions? Please call our office 938-8880**  
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