

Outdoor Mobile Billboards

Phone: 541-756-0288 Cell: 541-290-3540

outdoormobilebillboards.com

Questions: email Scott Traylor at scott@outdoormobilebillboards.com

SPEC SHEET FOR PRODUCTION READY ART

General information

Build all files to 1"=1' scale

Keep all live graphics and text 1/4" in on all sides (gray area). This
Is approximately 3" at full scale for grommets. You may bleed graphics outside the red area.

Include printer fonts or **convert all text to curves or outlines**

Include all supporting graphics (ie: photos, any imported graphics)

All colors are CMYK Process - Assign **PMS color** whenever possible for color accuracy.

When using black, please use rich black. Formula: 60%c, 40%m, 40%y, 100% k

Acceptable software (MAC or PC)

Adobe Illustrator CS or earlier (EPS,AI,PDF)

Adobe Photoshop CS or earlier (EPS,PDF,TIF)

Corel Draw 13 or earlier

Adobe Acrobat (Generated PDF for press or print)

Macromedia Freehand 9 or earlier (saved as eps)

All others: save file as either an ai, eps, or tiff

Media type

Zip disk or cdrom

ftp info: [ftp.outdoormobilebillboards.com](ftp://ftp.outdoormobilebillboards.com)

Username: ftp35372406-4

Password: outdoor

If ftping, it is very important that you email us at
scott@outdoormobilebillboards.com to inform us
of file name and a brief job description.

Photography and scanned images

Photos must be at least 300dpi converted to cmyk or grayscale

Save images as eps or tiff

cropped to accurate finished size allowing for bleed

Include clipping paths for eps files

No low resolution digital photographs or files taken from internet web pages please.

EXAMPLE: A 48"x72" banner with a 1"=1' scale will be 4"x6" as a 600dpi CMYK Photoshop document. It will have a file size of 33mb. This is good resolution.

Absolutely no files over 500 megabytes please