



www.general-outdoor.com

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## General Outdoor Advertising

### BASICS

Our "flex" or vinyl signs are printed using what is basically a really, really big inkjet printer. It is not an offset printing process so you don't need to specify screens, lines, films, separations, or other offset requirements. Using a CMYK process, there is no limit to the number of colors on a print, but colors don't always match exactly nor are they as bright as other printed materials. The actual print uses an Adobe Photoshop file. All other file formats will be converted to Photoshop prior to printing. Occasionally, variations (especially color) occur when files are converted or exported to different formats, especially RGB profiles. If you are concerned about image integrity please submit your art as a Photoshop file with CMYK colors. Be sure to submit a color proof and any specifications you have (such as PMS colors) for our reference.

### VECTOR BASED GRAPHICS

If artwork is submitted using a vector program like Illustrator or Corel Draw, any scale is fine, just make sure the proportional dimensions are correct! Use CMYK or PMS Spot colors. Include PMS numbers for colors that must be specifically matched, such as registered logos. Convert all text to curves, **especially Macs**. Specify fonts used if corrections are needed. If you have any FPO images, don't forget to send original photos or high resolution files with your submission.

### IMAGES

A billboard sized image file will range from 80 to 300MB. Scanned or imported images should follow this relative size guideline (if an image covers 1/3 of the billboard, it's uncompressed size should be 25 to 100 MB). Original image file sizes much smaller than this that are excessively "ressed up" or interpolated to billboard size will probably look blurry or pixilated. We will notify you prior to printing if an image may not give intended results. If you are unable to generate a sufficient sized image, just provide the original photo or source documents. Use a CMYK color profile. Images copied from web pages are never suitable. Also, there are limitations the computer and designer can do to clean up and correct inferior images. Please don't submit poor quality images & photos (including faxes, photocopies, or desktop inkjet prints) if you want your ad to have a professionally finished look.

### FILE SETUP

Build files at 1" = 1' scale at 300dpi. Use a CMYK color profile. Include a 6" bleed area for finishing (that's 1/2" in scale). Use accompanying chart for actual sizes. Place guidelines as shown in sample image. Do not anti-alias imported vector images or text as this tends to make them look fuzzy on final output. Convert any text to vectors (outlines) to avoid font converting issues (**especially Mac formats!**). Maintain all layers, do not flatten image.

### PRINTING

If you are printing your own flex, follow the same setup; 6" bleed (2" minimum), top guideline, 4 corner marks, and add 4" pole pockets. The finished size should be the size of the billboard plus one foot height and width.

### ACCEPTED FILE FORMATS

(PC or MAC)  
CorelDRAW  
Adobe Photoshop or Illustrator  
Macromedia Freehand  
Corel Photo Paint  
Acrobat (PDF), .EPS, .JPG, .TIF, .GIF  
and most other generic formats

### SCANNABLE MEDIA

Professional photographs up to 8X10  
"Glossy brochure" quality prints  
up to 8 1/2"X11"  
35 mm slides  
Transparencies up to 5X5

### ACCEPTED MEDIA

(PC or MAC format)  
CD, DVD, Floppy, Zip 100/250,  
email attachment (under 10 Mb)  
.zip, stuffit, and other archives

FTP is now available!  
Please email for instructions.  
(It's a fast, free, and easy way to send us a file.)

email: [billyw@generaloutdoor.com](mailto:billyw@generaloutdoor.com)

### refer design or technical questions to Billy Wynn

(in the design / production process, the earlier issues are resolved, the easier and faster they can be fixed)

### FILE SIZES

Billboard (ft.)	Live Copy Area (in.)	Your File Size*
8x12	8"x12"	9"x13"
10x20	10"x20"	11"x21"
10x24	10"x24"	11"x25"
12x24	12"x24"	13"x25"
10x30	10"x30"	11"x31"
12x30	12"x30"	13"x31"
12x32	12"x32"	13"x33"
12x40	12"x40"	13"x41"
14x48	14"x48"	15"x49"

\*File size includes 6" bleed needed for finishing and installation. If your images do not have 6" of allowable bleed area please have a minimum of 2" bleed and leave the rest blank or colored to background.

### SAMPLE BLANK LAYOUT

