Art & Printing Specifications

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 terminology. Using a CMYK process, there is no limit to the number of colors on a print, but certain colors can't be matched exactly (especially bright oranges and greens) and colors may not be as bright as other specially printed or electronic media. But if you build your file using a CMYK profile, the final product will be a very close match. All prepress is done using Adobe Photoshop, all other files and elements will be imported to Photoshop prior to printing. Occasionally, variations occur (especially colors & fonts) when files are imported and color profiles are converted (especially from RGB profiles). If you are concerned about image integrity please submit your art as a layered Photoshop file with CMYK colors. Be sure to submit a color proof (printed or PDF is best) 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, but 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

For maximum quality you will want your placed images to be as close to the actual scale size as possible (1" to 1' at 300 dpi). As a guideline, the files for billboards range 50 to 200+MB so scanned or imported images should follow the relative file size (if an image covers 1/3 of the billboard, it's uncompressed size should not be less than 10 to 15 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 if possible (most digital cameras use RGB). Images copied or "clipped" from a web page are never suitable. Also, there are limitations the computer and designer can do to clean up and correct inferior images. Please avoid submitting poor quality images & photos (including faxes, photocopies, or "home made" photography) 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 ½" in scale). Use accompanying File Sizes chart for actual sizes. Do not anti-alias imported vector images or text as this tends to make them look blurry on final output. Convert any text to vectors (outlines) to avoid font converting issues (**especially Mac formats**!). Maintain all layers, do not flatten image.

ACCEPTED FILE FORMATS

Adobe Photoshop or CorelDRAW is preferred
Also Illustrator & Acrobat (PDF)
.EPS, .JPG, .TIF, .GIF
and most other generic formats
Freehand and Corel PhotoPaint
(on all file formats keep layers in tact if possible)

SCANNABLE MEDIA

Professional photographs up to 8X10
"Glossy brochure" quality prints
up to 8 ½X11
35 mm slides & transparencies up to 5X5

SENDING YOUR FILES

email attachment (for files 8 MB or less)
FTP for larger files (we will email you a link and instructions, it's fast and easy)
CD, DVD, .zip, stuffit, and other archives but avoid archiving / compressing files if possible.
Use the address above for all mailing or shipping uses.

email: 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, so please don't hesitate to ask.

FILE SIZES

Billboard (ft.)	Live Copy Area (in.)	Your File Size*
8x12	8"x12"	9"x13"
10x24	10"x24"	11"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"
18x18**	18"x18"	20"x20"**
5x18**	5"x18"	7"x20"**

*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.
**Note sizing exception for these particular sizes.

PRINTING

If you are printing the flex make sure the finished size is the live copy area plus one foot height and width. A 14x48 billboard requires a finished flex of 15x49 (including pole pockets). Use 4" pole pockets. If you are considering Eco-Flex please check with us before printing. Some structures do not accept the new material well. All materials will be shipped to the above address unless specified otherwise.