



**Carter-Pritchett Advertising**  
INCORPORATED  
*An Outdoor Advertising Company*

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## Spec Sheet for Bulletin Flex Faces - SW Florida Markets

**Our billboard live copy area is 10'6" x 36', unless otherwise indicated for specific locations**

This information is a guideline in preparing artwork for bulletin (outdoor billboard) reproduction.

Extensions generally may not exceed a combined total of 40 square feet, with a height limit of 4 feet above the face area, and a side-out limit of 2 feet from the face area of the display. Before designing extensions, check with us for any limitations inherent with the bulletin(s) to be used.

File Format for Macintosh or PC:

Corel Draw Adobe Illustrator Freehand QuarkExpress Photoshop

Type Faces - include both screen and Postscript fonts for MAC files, truetype and/or postscript files for PC files.

Work in scale, preferably 1 inch equals 1 foot, or 1/2 inch equals 1 foot. For example, using a 1" = 1' scale for a finished size of 10'6" x 36' bulletin, the artwork should be 10.5" x 36". Please allow for sufficient bleed of images, generally 3" on each side. (relative to the actual billboard dimensions) We recommend that text be no closer than 6" to the visible edge of the actual billboard face area (1/2" using the above sample scale of 1" = 1')

Set your resolution to 300 dpi or higher. Please provide two (2) color proofs of your layout, for printing companies to compare your file.

Digital Image File Modes:

CMYK required

Please use Black C=70%, M=65%, Y=65%, K=100%

For RGB, duotone, Grayscale or Bitmap files, convert to CMYK

It is recommended you create the file in CMYK since mode changes can produce undesired color shifts not visible on a monitor. Scans should be between 20-25 megabytes.

Storage Media:

Macintosh	PC
3.5" floppy disks	3.5" floppy disks
Syquest disks: 44-200	Syquest disks: 44-200
Iomega Zips	Iomega Zips
CD Rom	CD Rom
Iomega Jaz	Iomega Jaz
DVD	DVD

Special Note:

Advertisers that cannot supply electronic files may submit artwork by providing a scale layout with camera ready typestyles in place and graphic elements showing position only on the layout, accompanied with the graphic elements suitable for scanning, such as:

4 x 5 , 5 x 7 or 8 x 10 continuous tone transparency 4 x 5 or 8 x 10 photograph 2 1/4" transparency  
35 mm slide

Any questions regarding artwork requirements, please give us a call. Thank you.