



Production Specifications:

- 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).
- Major drawing applications (i.e., Adobe Illustrator, Corel Draw, Macromedia Freehand)
- Major page layout applications (i.e., QuarkXPress, Adobe Pagemaker and Adobe Indesign)

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

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.

- Create your files to a manageable scale (versus the full scale of the final board). We recommend working at a scale of 1/4" = 1' scale and using a .125" amount of bleed.
- Please provide a minimum resolution of 300 dpi for any photographic elements. For example, a 14'x48' billboard would scale to 3.5"x12".
- 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.

Uploading files:

- Visit <http://www.outdooradvertiser.com/ftp.aspx> to upload the files. Please follow the directions. When sending the file(s) please e-mail us, at the following e-mail address michelle@outdooradvertiser.com, with the file names and the date it was uploaded.

[Should you have any questions, please e-mail michelle@outdooradvertiser.com or call \(972\) 804-3596.](mailto:michelle@outdooradvertiser.com)