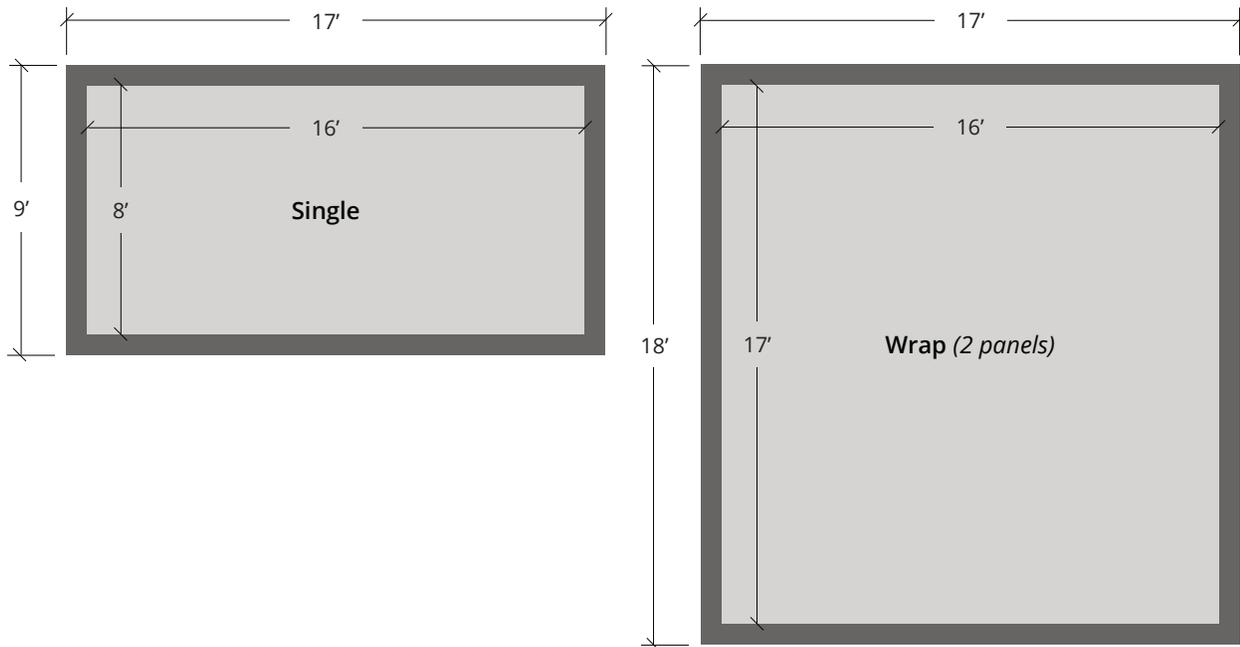


# 8' x 16' BULLETIN

## DESIGN AND PRINTING SPECIFICATIONS



### USING OUR DESIGN SERVICE:

Plan on using the design team from Huntington Billboard Co.? Great! We're here to help you every step of the way. Below are some guidelines to follow when sending us photos, artwork, logos, and graphics.

All art files must be high resolution (300 dpi or higher). If you are part of a dealer/franchise network and have access to a network of design and art files, we will need permission and access to those files to create the best design possible for you.

#### ACCEPTABLE FILE FORMATS:

- PDF
- JPG
- TIFF
- PSD
- INDD
- EPS
- AI

#### FONTS:

If you use specific fonts for your advertising, taglines and/or logo's, those font files will need to be sent to us as well or acceptable substitute fonts.

All artwork, photos, logos, etc. can be sent to [design@huntingtonbillboards.com](mailto:design@huntingtonbillboards.com).

### DESIGNING YOUR OWN:

If you plan to design (and print) your own vinyl, please follow the guidelines below to ensure a seamless and timely installation of your billboard bulletin. Failure to follow these guidelines may result in delay of installation and/or additional charges.

#### SCALE / RESOLUTION / FINISHING:

Build at 1" = 1' at 300 dpi

**Single:** Live area size: 8" x 16" With bleed: 9" x 17"

**Wrap:** Live area size: 17" x 16" With bleed: 18" x 17"

#### COMPATIBLE SOFTWARE:

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop

#### ACCEPTABLE FILE FORMATS:

WORKING FILES: Native file formats listed above or

Adobe PDF (*fonts embedded*)

LINKS: EPS, PDF, JPG, TIFF (*all cmyk*)

FONTS: Convert to outline

Bleed your background by 6" on all four sides. This makes the overall bulletin size 1' larger than the image area in both height and width.

**Printing:** The print facility must also include 3.5" poll pockets within the bleed area for proper installation.