

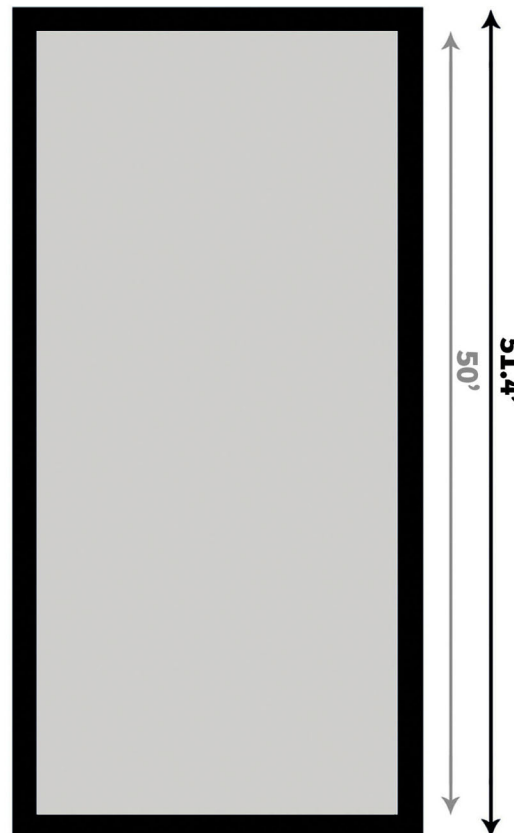


## PRE-PRESS SPECS ART REQUIREMENTS SHEET

\*50X20 VINYL REQUIRES 4" BLEED ALL 4 SIDES WITH 10" BLEED OUT POCKETS ON THE LEFT AND RIGHT SIDES AND 5" BLEED OUT POCKETS ON TOP & BOTTOM.

← 21.4' →

← 20' →



10" BLEED PRINTED ON ALL 4 SIDES

 LIVE COPY AREA

 TOTAL PRINTED AREA

ALL JOBS SET UP WITH BLEED TO THE EDGE

LIVE COPY AREA	FINISHED SIZE	FINISHED SIZE W/ BLEED
50'X20'	51'4"X21'4"	51'333"X21'333"

### ARTWORK REQUIREMENTS:

- Artwork should be sized at 1":1" ratio.  
Example: 50x20 foot billboard would be 50x20 inches
- Acceptable file type: 300-500 dpi cmyk jpeg at quality of 10
- Artwork should be delivered 15 days prior to scheduled posting
- If color is critical, please provide corresponding pms or cmyk numbers for more exact matching

### SHIPPING REQUIREMENTS:

**Clients supplying finished materials must ensure:**

- Finished size of vinyl should include additional 4" bleed and 4" pockets on all 4 sides (Please include finished size of 50'4" x 20'4")
- A label with picture of the design is attached to the box
- Tracking info when possible
- **Please ship vinyls to:**

**Keystone Outdoor Advertising, Inc.  
3525 Amber Street  
Philadelphia, PA 19134**