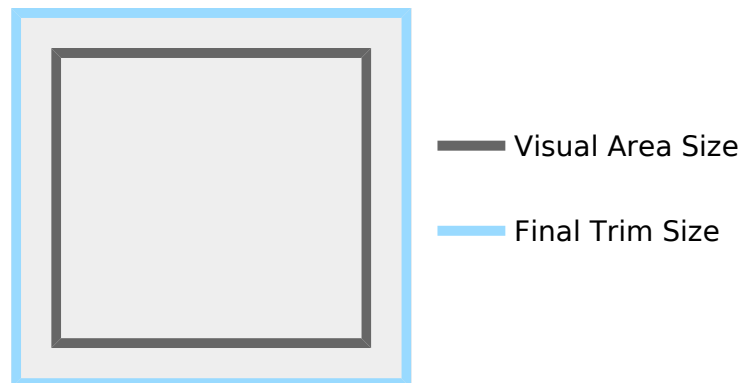




# BILLBOARD DESIGN SPECIFICATIONS

## Static Billboard Design Requirements



| Visual Area<br>(h x w) | Final Trim<br>(h x w) | Market   | Type               | Unit #         | Format | Color | DPI |
|------------------------|-----------------------|----------|--------------------|----------------|--------|-------|-----|
| Pending                | Pending               | New York | Retail Store Front | 12165 (VW-319) | PDF    | CMYK  | 300 |

## Important Information

### Creative Delivery

Materials are due to each shipping location by (7 days before the start of the campaign)

### FINISHING

All seaming must be vertical only. Pockets should be 3" with full bleed on all sides and heat sealed.

Mechanical Size: 1" to 1'

Preferred Weight: 7 oz.

### EXTENSIONS

All extensions must be approved before production.

### QUESTIONS?

production@digitaloutdooradvertising.com | 732.200.1288