



# BILLBOARD DESIGN SPECIFICATIONS

## Static Billboard Design Requirements



Visual Area (h x w)	Final Trim (h x w)	Market	Type	Unit #	Format	Color	DPI
Pending	Pending	New York	Retail Store Front	14503 (VW_160)	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