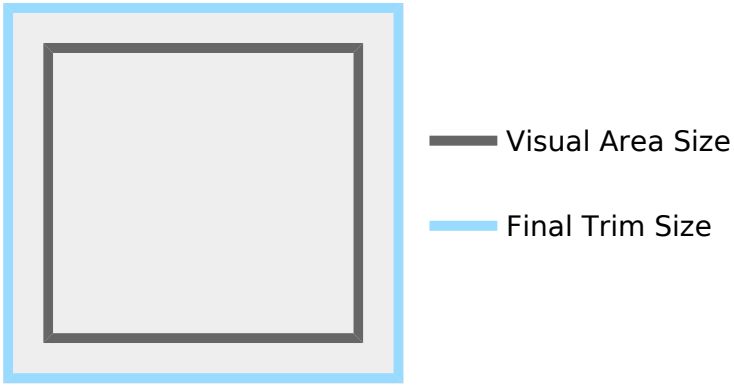
BILLBOARD DESIGN SPECIFICATIONS

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	19570 (VW_413-419)	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 seamed.

Mechanical Size: 1" to 1'

Preferred Weight: 7 oz.

EXTENSIONS
All extensions must be approved before production.

QUESTIONS?
production@digitaloutdooradvertising.com | 732.200.1288