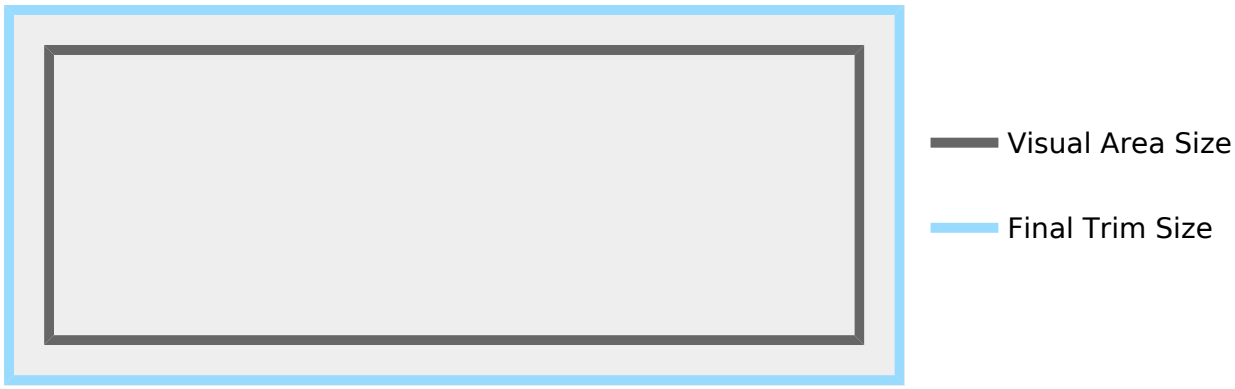
BILLBOARD DESIGN SPECIFICATIONS

Static Billboard Design Requirements



Visual Area (h x w)	Final Trim (h x w)	Market	Type	Unit #	Format	Color	DPI
12' x 20'	12' x 20'	New York	Wallscape	20076 (B1421b)	PDF	CMYK	300

Important Information

Creative Delivery
Materials are due to each shipping location by **TBD** (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 | 732-603-1902