



BILLBOARD DESIGN SPECIFICATIONS

Static Billboard Design Requirements



Visual Area (h x w)	Final Trim (h x w)	Market	Type	Unit #	Format	Color	DPI
12'5" x 30'	Pending	New York	Retail Store Front	24692 (BKL14b)	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?

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