



# 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 |
|------------------------|-----------------------|----------|---------|-----------------|--------|-------|-----|
| 4' x 8'                | Pending               | New York | Shelter | 35977 (E-091-R) | 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 sealed.

Mechanical Size: 1" to 1'

Preferred Weight: 7 oz.

### EXTENSIONS

All extensions must be approved before production.

### QUESTIONS?

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