



BILLBOARD DESIGN SPECIFICATIONS

Static Billboard Design Requirements



| Visual Area (h x w) | Final Trim (h x w) | Market | Type | Unit # | Format | Color | DPI |
|---------------------|--------------------|----------|-----------|----------------|--------|-------|-----|
| 12'6" x 48' | Pending | New York | Wallscape | 5646 (NY 427W) | 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