

ARTWORK GUIDELINES

Art has rules? Who knew.



PHOTOS & LOGOS

Photo images and logos need to be at least 4" wide at 300 dpi. We CANNOT produce billboards from website images, business cards or computer printouts.

EXTENSIONS

Extended advertising space for the 14' x 48' and 10.5' x 36' bulletins are normally limited to 4 feet above, 2 feet to each side and 1 foot below the normal face of the display.

FILE DELIVERY

To upload your art files, visit:

files.fairwayoutdoor.com/upload

User Name: client

Password: client3

QUESTIONS

Mike Parsons >> National Creative Director

Email >> michael.parsons@fairwayoutdoor.com

Cell >> 706-627-5072

FILES

Art needs to be created at a scale of 1/2 inch equals 1 foot at 300 dpi. Also, be sure to add 5/16 or .3 of an inch bleed to each side for bulletins. For example: the finished art size for a 14' x 48' bulletin is 7.6" x 24.6." Keep live material within 3/8" of each side.

FILE FORMAT

We accept psd, tif, eps, and pdf files. All colors need to be CMYK. Make sure to flatten layers and convert fonts to outlines. Files created in Microsoft programs (Publisher, Word, PowerPoint, etc) are not accepted.

TEMPLATES

To find our design templates please visit FairwayOutdoor.com/creative-templates.

BULLETIN PRODUCTION

Keep all live material (logos, wording, etc) at least 3/8" from all sides.

BILLBOARD DOCUMENT SIZE

 (Other sizes can be found FairwayOutdoor.com/creative-templates.)

14'H x 48'W

7.6"H x 24.6"W (Includes 10/16 inch bleed.)

10.5'H x 36'W

5.85"H x 18.6"W (Includes 10/16 inch bleed.)

POSTER PRODUCTION

Bleed is not necessary on posters. Keep all live material (logos, wording, etc) at least 3/8" from all sides.

POSTER

Single Sheet Poster

8 Sheet Poster

DOCUMENT SIZE

5.2"H x 11.33"W

5"H x 11"W

People like OOH (out-of-home). People notice OOH. Most importantly, people respond to OOH.