



PO Box 220417 Newhall CA 91322

BILLBOARD ART SPECIFICATIONS FOR COMPUTER FILES

PC FORMAT

Adobe Photoshop (up to version 8.0)
Adobe Illustrator (up to version 11.0)
Adobe Page Maker (up to version 7.0)
Quarkxpress (up to version 5.0)
JASC Paintshop (up to version Pro 4.0)

MAC FORMAT

Adobe Photoshop (up to version 7.0)
Adobe Illustrator (up to version 11.0)

MEDIA ACCEPTED

3.5 Floppies
Zip 100MB & 250MB disks
CD or DVD's

SIZE/SCALE

Work with a scale of one inch (1") equals (=) one foot (1'). For instance, if your final size were going to be 6' x 12' you will set up the file at 6" x 12"

COLOR CALL-OUTS

Please include a print-out of your art so that we know how the billboard is to appear. Include color call-outs for every job. Color for each panel, font and detail must be indicated. You can use a legend at the bottom of the page indicating each PMS color.

IMAGE FILES OR SCANS

Need to be a minimum of 300 DPI.

FONTS

Include all fonts used in PC format, or convert all fonts to "Curves" or "Outlines". You must include all fonts or you will be charged the cost of the fonts.

SMART IDEA: Simple copy (7 words or less) is best and most effective.