



Billboard Art Guidelines

In order to accomplish the best turn times and best pricing for our billboard customers, we need the art to be provided to us utilizing the following guidelines:

For all Formats

Files should be built to scale (1", 1/2", 1/4", etc) (See chart below for scale dimensions). For maximum color accuracy, file should be built using the CMYK color space. Image should include bleed equivalent to 6" at full size on all sides. It is also recommended that all important copy, logos, etc. be kept at least 6" from all edges of the live area, leaving a 6" safety zone around the board.

Photoshop Files (preferred)

This is the preferred option for file format. Either a layered photoshop file (in case any editing or changes are needed), a flattened TIFF file, or a maximum resolution JPG is best. File should be built at a resolution equivalent to 300 dpi at 1" scale. (See chart below for scale dimensions).

Illustrator AI or EPS Files, or InDesign files

Any outside-linked images should be either embedded or included alongside the Illustrator file. ALL FONTS MUST BE OUTLINED.

PDF Files

File should be saved using the "PRINT QUALITY" setting. Any outside-linked images should be either embedded or included alongside the PDF file. ALL FONTS MUST BE OUTLINED.

Scale Chart using a 14'x48' as example

Scale	Live Area	Resolution	Bleed	Full Image Size
1" (1/12th)	14"x48"	300	.5"	15"x49"
1/2" (1/24th)	7"x24"	600	.25"	7.5"x24.5"
1/4" (1/48th)	3.5"x12"	1200	.125"	3.75"x12.25"



Art provided outside of these guidelines will require intervention, and could impact the turn time and/or cost of your job. The 300 dpi rule is for best results, and lower resolutions could compromise the quality of your product. If bleed is not provided in raster image files, a flip or mirrored bleed will be added to your image.