

10' x 44'

visible live area size: **10' x 44'**
bleed size: **10' 8" x 44' 8"**

mechanical scale: 1/2" = 1' 1/4" = 1'
mechanical size: 5" x 22" 2.5" x 11"
mechanical bleed size: 5.5" x 22.5" 2.75" x 11.25"

***Note that mechanical scale is in inches, not feet**

← 4" bleed wraps around
← visible live area

IMAGE RESOLUTION: 1/2"-scale mechanicals: We recommend at least 300 dpi.
1/4"-scale mechanicals: We recommend at least 600 dpi.

POCKET SIZE: Between 3" - 6" (our preference is 4")

BLEED: Bleed should at least exceed the size of the face by 4" (inches)

PRODUCTION: When ordering materials through Interstate, use yousendit.com
or another ftp site to send files to art@interstateoutdoor.com

Accepted file types: pdf, eps, ai, psd, tif, jpg, indd, qxd

SHIPPING:

Interstate Outdoor Advertising, LP
2612 Arctic Avenue • Atlantic City, NJ 08401
Contact: **Kimberly Scharle** • 856.667.6620

*Note that finished materials should not be shipped to our office in Cherry Hill, NJ.
Materials should reach Interstate 10 days before posting.

QUESTIONS: Please direct all art-related questions to our Art Director, Kristy Derk
art@interstateoutdoor.com • 856.667.6620 x 234