

**10.6' x 36'**

visible live area size: **10'6" x 36'**  
bleed size: **11'2" x 36'8"**

mechanical scale:	<b>1/2" = 1'</b>	<b>1/4" = 1'</b>
mechanical live area size:	<b>5.3" x 18"</b>	<b>2.65" x 9"</b>
mechanical bleed size:	<b>5.6" x 18.4"</b>	<b>2.8" x 9.2"</b>

← 4" bleed wraps around  
← visible live area

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

**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](http://yousendit.com) or another ftp site to send files to [art@interstateoutdoor.com](mailto:art@interstateoutdoor.com)

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

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### SHIPPING:

Interstate Outdoor Advertising, LP  
1400 North 2nd Street • Philadelphia, PA 19122  
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.

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