

12' x 50'

visible live area size: **12' x 50'**
bleed size: **12' 8" x 50' 8"**

mechanical scale:	1/2" = 1'	1/4" = 1'
mechanical size:	6" x 25"	3" x 12.5"
mechanical bleed size:	6.5" x 25.5"	3.25" x 12.75"

***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
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.

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