

20' x 60'

visible live area size: **20' x 60'**
bleed size: **20' 8" x 60' 8"**

mechanical scale: **1/2" = 1'** **1/4" = 1'**
mechanical size: **10" x 30"** **5" x 15"**
mechanical bleed size: **10.5" x 30.5"** **5.25" x 15.25"**

***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
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