

**10'5" x 22'8"**

**Standard 30 sheet w/bleed (fits inside the frame)**

visible live area size: **10'5" x 22'8"**  
bleed size: **11' 5" x 23'9"**

mechanical scale: **1/2" = 1'**  
mechanical size: **5.25" x 11.375"**  
mechanical bleed size: **5.75" x 11.875"**

← bleed is cropped to fit inside frame  
← visible live area

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

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

**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