

11' 10" x 42'

visible image size: **11' 10" x 42'**bleed size: **12' 6" x 42' 8"**mechanical scale: **1/2" = 1'** or **1/4" = 1'**mechanical size: **5.917" x 21"** or **2.958" x 10.5"**mechanical bleed: **6.5" x 21.5"** or **3.25" x 10.75"**

← 4" bleed for wrap

← actual visual trim

image resolution:

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

1/4"-scale mechanicals: We recommend at least 600 dpi.

pocket sizes:

Between 3" - 6" (Our preference is 4".)

bleeds:

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

(Add 1/4" bleed to 1/2"-scale mechanicals; 1/8" bleed for 1/4"-scale.)

shipping address:

Interstate Outdoor Advertising, LP

2612-20 Arctic Avenue • Atlantic City, NJ 08401Contact: Kimberly Scharle • **856.667.6620**