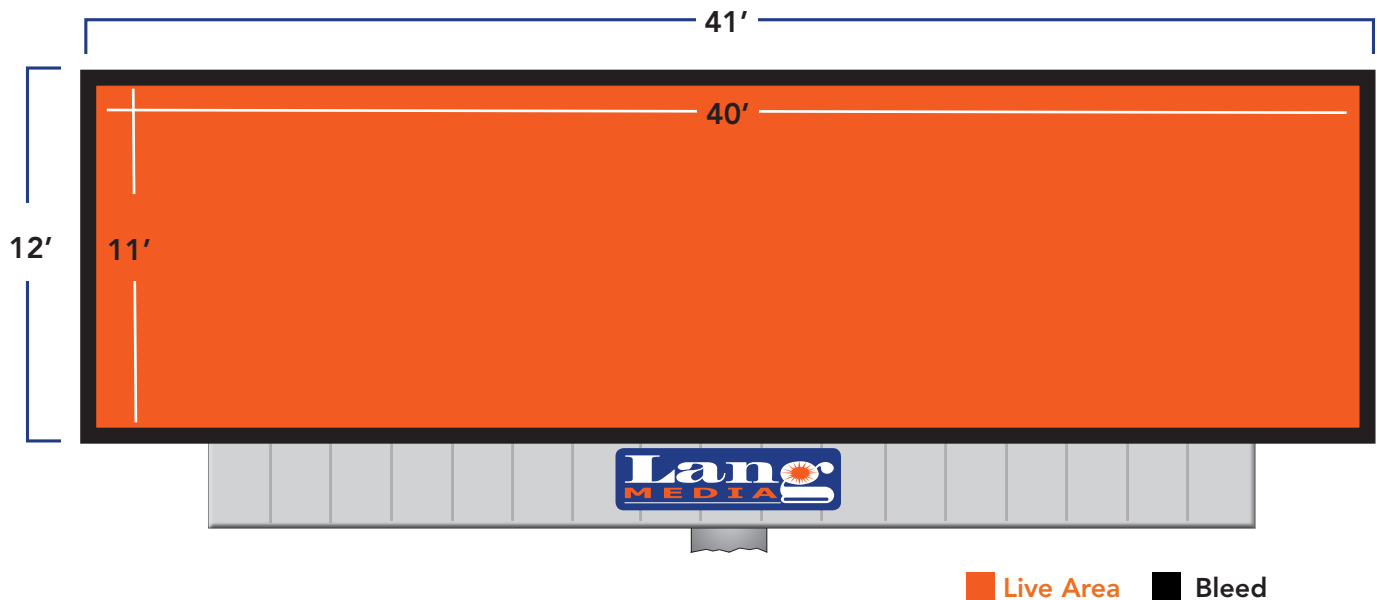


# 11' x 40' Bulletin Design Specifications



**Production:** Our standard bleed is to provide a 6" bleed around the entire live area dimension. For example, a 11' x 40' (live or image area) will have a finished area of 12' x 41'. We print a full bleed to the edge of the blank (over the pocket area). Our pocket dimension is a standard 3 inches.

**Mechanicals:** Create your files to a manageable scale (versus the full scale of the final board). We recommend working at a scale of 1/2" = 1' scale and using a .25" amount of bleed. Please provide a minimum resolution of 300 ppi, 408 ppi for optimal output, for any photographic elements. For example, a 14'x48' billboard would scale to 7"x24". Be sure to include .25" of bleed to be used for wrapping around the structure and all critical elements should be .25" from the edge of the Live area. When building your file, please work in CMYK using US Web Coated (SWOP v2) color profile. If you are assigning PMS color callouts for solids, please use the Pantone Solid to Process library of colors as all jobs will be printed in 4-color process.

**Extensions:** Extensions or cut-outs may be added around perimeter at a one-time charge of \$24.00 per square foot with a once-a-month maintenance charge if needed.

#### Extensions (maximum dimensions)

Top: 5'6"  
Sides: 2'6" w per side  
Bottom: 1'

**Compatible software and formats** Adobe Photoshop, Adobe Illustrator, Adobe InDesign.  
DESIGN: Native file format of the software listed above or Adobe PDF (fonts embedded) LINKS: EPS (CMYK) or TIF (CMYK). FONTS: Convert to outline.

**FTP site** Files can be downloaded to Lang Media's FTP site at: [LangMedia.com](http://LangMedia.com). Files can also be provided via the clients FTP site or Dropbox.

