



Admobile® art specifications

The following specifications will assist you in creating a properly formatted graphic file for Admobile billboards. Files must be created in Adobe Photoshop.

IMPORTANT: Save two versions of your graphics file.

- From the Photoshop menubar, select **File > Save As...** and choose **"JPEG"** from the **"Format"** menu.
 - Use a JPEG quality setting of 10.
 - Saving in this format will automatically remove all layers and fonts from the document and will make the file small enough to enclose with an email message.
- Also save your document in regular Photoshop format with all layers intact on your computer, in case changes need to be made.
- Send the JPEG version via email to your Admobile representative.

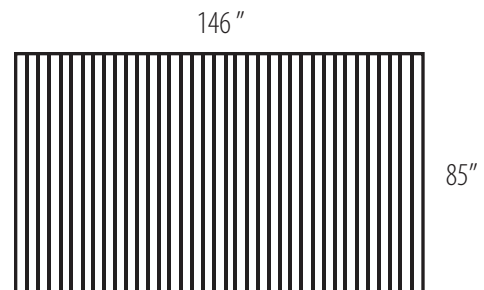
As indicated in the scale representations below, your billboard will be sliced into strips as it is applied to the Admobile tri-vision style billboards. There will be a very thin gap (approximately 3/16") between each 4 inch strip. This is typically not noticeable from normal viewing distances. Small type placed across a gap may not be readable. DO NOT USE SMALL TYPE.

SIDE PANEL

Final printed size: 146" x 85" (width x height)
 Number of 4" strips: 37

Photoshop setup: (select **"Image > Image Size..."** from the Photoshop menubar)

Pixel Dimensions: Width: 3650 pixels
 Height: 2125 pixels
 Document Size: Width: 12.167 inches
 Height: 7.083 inches
 Resolution: 300 pixels/inch

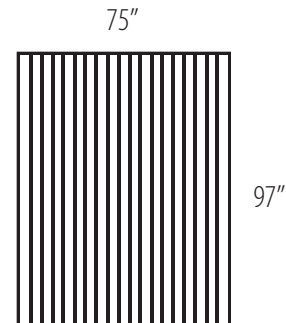


BACK PANEL

Final printed size: 75" x 97" (width x height)
 Number of 4" strips: 19

Photoshop setup: (select **"Image > Image Size..."** from the Photoshop menubar)

Pixel Dimensions: Width: 1875 pixels
 Height: 2425 pixels
 Document Size: Width: 6.25 inches
 Height: 8.083 inches
 Resolution: 300 pixels/inch

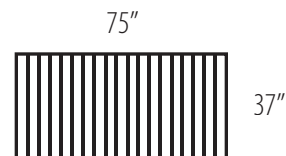


FRONT PANEL

Final printed size: 75" x 37" (width x height)
 Number of 4" strips: 19

Photoshop setup: (select **"Image > Image Size..."** from the Photoshop menubar)

Pixel Dimensions: Width: 1875 pixels
 Height: 925 pixels
 Document Size: Width: 6.25 inches
 Height: 3.083 inches
 Resolution: 300 pixels/inch



Other acceptable file formats: NONE.

Artwork must be received to specification no later than ten days prior to contract start date.

IF ARTWORK REQUIRES ANY ADDITIONAL WORK ON THE PART OF ADMOBILE WORK TO GET IT READY FOR PRODUCTION, THE TIME WILL BE BILLED AT A FLAT RATE OF \$75.00 PER HOUR (ONE HOUR MINIMUM)