

Porlier Outdoor Advertising Company

127 Mulberry Street • Foristell, MO 63348 • p: 636.463.2100 • f: 636.463.2114 • www.porlier.biz

FILE SIZE & FORMAT:

Adobe Photoshop & Illustrator files accepted: PSD, AI, PDF, EPS
build file to 1/4" = 1' scale, include an additional 1/8" bleed on all sides
resolution: 300 dpi (files should not exceed 75 MB)
color mode: CMYK
PSD files: save in layers, AI files: convert all text to outlines & embed linked files
keep text and logos 1/8" inside live area as vinyl can shift during installation

SUBMITTING PHOTOS:

If we are designing your layout and you are supplying a photograph, please be sure the file size is at least 5 MB and in JPEG format. To obtain the best print, the larger the photo file, the better. We can scan printed photos as well.

SUBMITTING ART:

upload files: www.porlier.biz/upload (call or email Amy Davidson for login credentials)
CD-ROM/DVD-ROM & Flash Drives accepted
email file links from Dropbox or websites such as www.hightail.com

CONTACT:

Amy Davidson
636-463-2100
amydavidson@porlier.biz

STANDARD ARTWORK SPECS

COMMON BILLBOARD SIZES BUILT TO SCALE:

14' x 48'	LIVE AREA: 3.5" x 12"	TOTAL FILE: 3.75" x 12.25"
10'6" x 36'	LIVE AREA: 2.62" x 9"	TOTAL FILE: 2.87" x 9.25"
12' x 40'	LIVE AREA: 3" x 10"	TOTAL FILE: 3.25" x 10.25"
16' x 50'6"	LIVE AREA: 4" x 12.62"	TOTAL FILE: 4.25" x 12.87"

