

# Porlier Outdoor Advertising Company

180 Interstate Drive • Wentzville, MO 63385 • p: 636.463.2100 • f: 636.463.2114 • www.porlier.biz

STANDARD ARTWORK SPECS

## 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:

email files to [graphics@porlier.biz](mailto:graphics@porlier.biz)  
or upload files: [www.porlier.biz/upload](http://www.porlier.biz/upload) (username: client | password: login)  
or email file links from Dropbox or websites such as [www.hightail.com](http://www.hightail.com)

## CONTACT:

Heather Watson & Amy Davidson  
636-463-2100  
[graphics@porlier.biz](mailto:graphics@porlier.biz)

### 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"

