

# STATIC BULLETIN SPEC SHEET

## DESIGN & FINISHING SPECIFICATIONS

Updated 3/2017

The following specifications can be used when creating a production file for Lamar's static Bulletin inventory. The exceptions include TriVisions, J-Bolt panels, and Wallsapes. If you prefer to download a template in .PDF or .TIFF format, go to: [lamargraphics.com/lgn/Prod-Temp.asp](http://lamargraphics.com/lgn/Prod-Temp.asp).

### PRODUCTION RESOLUTION

Lamar Bulletins are set up 1/2" = 1' scale @ 300ppi document resolution. This equates to about 12.5 pixels per linear inch on the final product.

### MECHANICAL SPECIFICATIONS

Hold your design to the dimensions of the structure. The structure size represents the actual image area of the billboard.

Bleed your background by 6" on all four sides. This makes the overall vinyl size 1' larger than the image area in both height and width.

The production facility should make 4" pockets on the back of the vinyl for installation. This does not change the overall size of the vinyl.

Use the illustration below as an example:



- LIVE IMAGE AREA
- TOTAL PRINTED AREA INCLUDES A 6" BLEED PRINTED ON ALL FOUR SIDES

### MATERIAL, SUBSTRATE, INKS & WARRANTIES

#### Material/Substrate:

Ecoflexx 3.0  
1 year or less posting  
Sizes up to & including 14x48

#### Material/Substrate:

7 ounce PVC Vinyl Flex  
Up to 2 years posting  
Sizes over 14x48

#### Minimum Warranty:

1 year against ink fade, ink peeling, and failure of material or pockets. *Note: 12 ounce material is not preferred, but will be accepted at this time.*

#### Inks:

Inks must be weatherproof/waterproof with sufficient UV protection and in compliance with product bulletin, bulletin specifications or substrate manufacturer.

### DESIGN SPECIFICATIONS

#### Compatible Software:

Adobe Photoshop, Illustrator, or InDesign.\*

#### Acceptable Formats:

Native formats from the software listed above or .PDF, .TIFF, or .EPS.

*\*Embed fonts when applicable.*