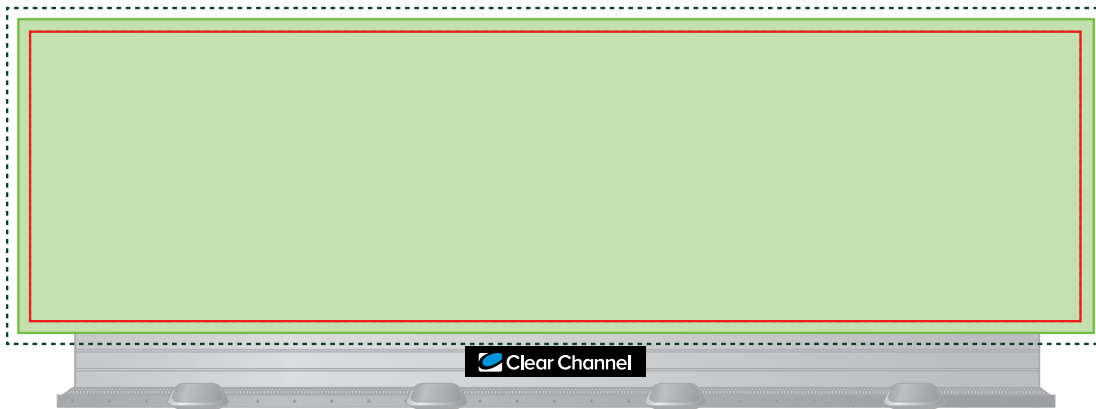


Bulletins (14' x 48' Standard/Rotary)

Bleed/Overall Area: 15' h x 49' w



Bleed/Overall Area

15' h x 49' w

Additional 6" (3" bleed and 3" pockets all the way around) for production and installation. Please create artwork and deliver with proper bleeds (in proportionate scale).

Live/Viewable Area

14' h x 48' w

What is seen on finished/installed board. Keep all intended viewable elements and imagery within this border.

Critical Elements

13' h x 47' w

All text and other critical elements (logos, non-bleed imagery, etc.) must fall within 6" of live area. See below for mechanical proportion & scale.

Artwork Requirements

Artwork should be delivered to Clear Channel Outdoor 30 days prior to a scheduled display date. It must include traditional mechanical specifications.

Mechanical Proportion & Scale

- **1/4 inch = 1 foot**

Simply multiply each dimension in feet (') by 0.25 to get mechanical proportion in inches (")

15'(times)0.25 = 3.75"

49'(times)0.25 = 12.25" **Bleed/Overall Area**

Mechanical Proportion = **3.75"x12.25"**

14'(times)0.25 = 3.5"

48'(times)0.25 = 12" **Live/Viewable Area**

Mechanical Proportion = **3.5"x12"**

13'(times)0.25 = 3.25"

47'(times)0.25 = 11.75" **Critical Elements**

Mechanical Proportion = **3.25"x11.75"**

- Digital Resolution at this scale is best at **600dpi** minimum 300dpi

Specifications

- Clear Channel Outdoor SF prefers files to be sent via WeTransfer™ file transfer service (see page 2). Digital files on Macintosh formatted CD, DVD or USB drives also accepted.
- Preferred file formats: Photoshop (layered .psd, .eps, .jpeg 12, or .tif CMYK images), Packaged Illustrator or InDesign Files, & Press-Quality PDF.

Maximum Extension

Top: **5'6"**

Sides: **2' w per side**

Bottom: **1'6"**

Shipping Requirements

Clients who supply finished materials to CCO, must ensure materials are received no less than 5 days prior to the contract installation date. We recommend:

- Materials be shipped in a box
- Attach a label with a picture of the design on the outside of the box
- A barcode (for internal tracking purposes) shall be provided by the vendor on all boxes delivered to Clear Channel Outdoor if that capability is available

Production Considerations

We strongly recommend:

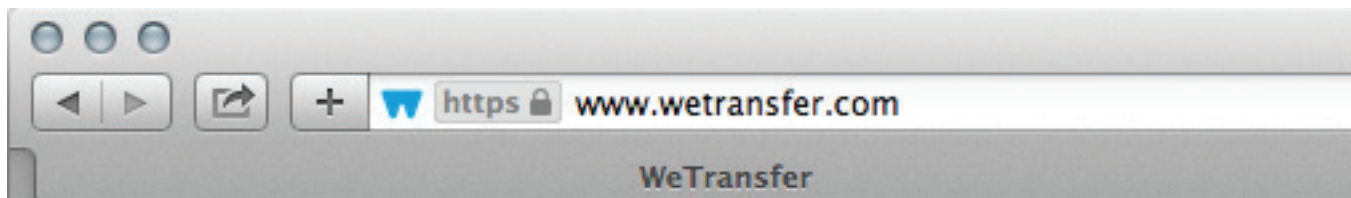
- 5% overage for large showing levels
- The use of recyclable material when possible (Eco-Flexx)
- Verifying final size and specifications with your sales representative prior to the creation and production of any artwork. The specs detailed here are for our standard/typical national Bulletins only. Due to structure variations and local ordinances, size and extension requirements may vary.

WeTransfer.com

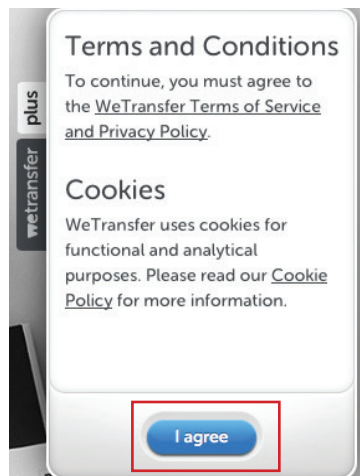
Tutorial

WeTransfer.com is a file sharing site that is FREE to use with no sign up and no registration necessary that makes sending files extremely easy and user friendly. You can send CCO up to 2gb worth of artwork per transfer for free. PLEASE ZIP ALL OF YOUR FILES BEFORE SENDING!

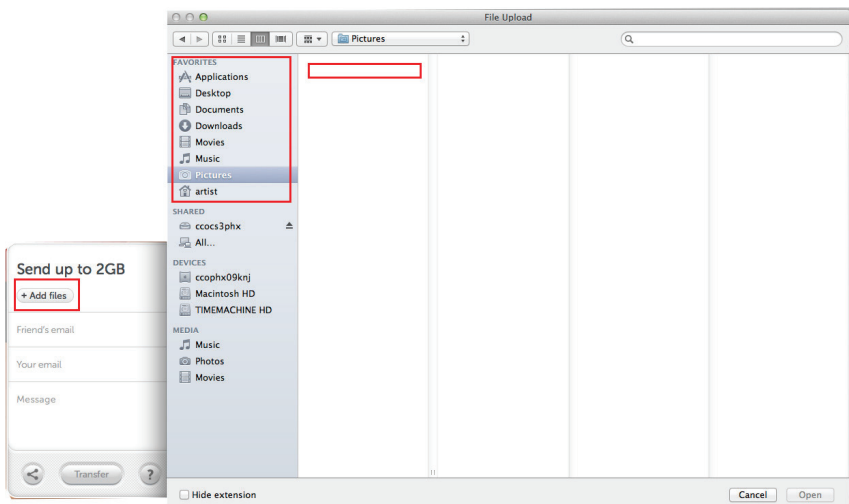
Step 1. Navigate a web browser to: <http://www.wetransfer.com>



Step 2. Read the Terms and click the "I Agree" for Terms & Conditions



Step 2. Click "Add Files" and find your file on your PC or Mac. Select files.



Step 4. Click "Friend's Email" and enter: roryshort@clearchannel.com as well as your Account Representative's email. Then click on "Your Email" and enter your email address for confirmation of receipt.

You may also enter a short description like what client the art is for or the contact person(s) name and phone number in case there are any issues.

Hit "Transfer" and you're done!

