

Designing For Outdoor

Preferred Formats »

- » Portable Document Format (.pdf)
- » Encapsulated PostScript (.eps)
- » Adobe Photoshop (.psd)
- » Adobe Illustrator (.ai)
- » Image Files (.bmp, .tga, .tiff)

Billboard »	Artboard »	Final Size »
14' x 48'	14" x 48"	14.5" x 48.5"
14' x 40'	14" x 40"	14.5" x 40.5"
12' x 24'	12" x 24"	12.5" x 24.5"
10' x 30'	10" x 30"	10.5" x 30.5"
8' x 16'	8" x 16"	8.5" x 16.5"

Scale & Bleed »

If submitting your own design, please use a 1" = 1' scale. Set up your design with a 6" bleed, in scale this becomes a .25" bleed. No matter what size of billboard you are designing, there will always be a .25" border around the live area. When adding both sides together, this creates the 6" bleed needed for the print and installation process. Please see the list above to see scale/bleed examples.



If you are designing in Photoshop or another pixel based program, you might consider even further conversion by using a 1/4" = 1' scale. For this formula your document resolution must be set at or above 300 DPI (dots per inch). Templates using this conversion formula are available. If you would like to use one, please ask your account executive for a template in the size of billboard you are designing.

Resolution »

Because of the scale, we ask that all images be provided at 300 DPI (dots per inch). If you are unable to provide this, your advertisement will reflect the absence of quality. Vector files allow scaling to any size without compromising the original quality* (.ai, .eps, .svg, .pdf).

Fonts »

Before saving your file, please outline all fonts you want included in the design. Fonts that are not outlined may appear incorrectly when transferred, or may not be available for use.

Color »

Printed graphics are made in the CMYK color profile because of the print process. If printed designs are made in RGB, some colors will shift when converted. Please specify any Pantone** colors used.

FTP Access »

To access our public FTP*** site use the following steps:

- » Open Windows Explorer
- » Enter: <ftp://www.yesco.com> into the address bar.
- » Username: outdoorftp@yesco.com
- » Password: [yescooutdoor!](#)

*Vector file formats are able to be saved with both vector and raster (image) content; they are not strictly vector.

**Pantone (PMS) colors will be converted into CMYK if not specified.

***Please notify your Account Executive that your file has been uploaded, along with the file name.