



Art Specs: Posters

ACCEPTABLE FILE FORMATS

- We accept .PDF, .PSD, .EPS, .AI, .TIFF and .JPG files.
- Standard 10'6" x 22'9" Posters **DO NOT require a bleed**. File Size is 10.5 x 22.75 @ 300 dpi.
- Vector elements such as logos or fonts should ideally be sent in .AI or .EPS formats with all fonts converted to outlines.
- All fonts and images must be embedded.
- Low resolution (72 dpi/web images) will not work in outdoor.
- Art must be in CMYK color format for printing.
- If PMS colors must be used, please provide the correct color codes.

FILE SUBMISSION

- Please provide your Account Executive with a screenshot or low resolution preview file of your art.
- Reagan Website Upload- On the top of the Reagan website, click the "Upload" button. Create a new account or log in to your existing account. Here you can upload any size file. Once we receive the file, we will inform you of receipt.
- For art files under 18mb, you can email your artwork directly to your Account Executive's email address.
- For larger art files, you can use any file transfer website of your choice (WeTransfer, Hightail, Dropbox Box) as long as there is a download link that can be forwarded.

Once file has been uploaded, exact file name (i.e. ABC-Billboard.pdf) must be emailed to your Account Executive to insure we have the correct file.

Please do not add print marks. (I.E. Trim, Bleed, etc.)

