

PROGRAMS

Photoshop CC, Illustrator CC, InDesign CC. Any previous version of these programs is also acceptable. Call if you have a different program and we'll try and figure out a way to work with you.

FILE SCALE

BULLETINS: Billboard Size 14 ft. tall x 48 ft. wide
Please set up your bulletin files at a scale of $1/2'' = 1'$ at 200 dpi with an 8" bleed at actual size. (must include bleed)
Final File Size: 7" x 24" at 200 dpi (plus 1/3" bleed)

30-SHEETS: Billboard Size 10'6" tall x 22'9" wide
Please set up your 30-Sheet files at a scale of $1'' = 1'$ at 200 dpi
Final File Size: 10.5" x 22.75" at 200 dpi (no bleed required)

8-SHEETS: Billboard Size 5 ft. tall x 11 ft. wide
Please set up your 8-Sheet files at a scale of $1'' = 1'$ at 300 dpi
Final File Size: 5" x 11" at 300 dpi (no bleed required)

We will accept any scale that is proportional to the FINAL BILLBOARD SIZE, but we ask that you do not make your files smaller than what is listed above.

FILE SIZE

If you find yourself sending 200-400 MB files, please STOP and re-read the File Scale section. Working with larger than necessary file sizes increases the time it takes your computer to manipulate it and the time it takes us to process it.

RASTER FILE SIZE

Images created in raster programs (Photoshop) should be scaled at $1/2'' = 1'$ at 200 dpi. This gives plenty of digital information to scale up for outdoor purposes. Example: If your image will be 10' high on your printed piece, it should be 5" high in Photoshop at 200 dpi before placing it in your page layout program.

COLOR

All raster images should be converted to CMYK and vector elements (Illustrator) should be filled and stroked with CMYK colors. Convert PMS colors to CMYK so you won't have any surprises.

MEDIA/UPLOAD

To send your file to Reagan Outdoor you can send an e-mail no bigger than 10 MB in size to: roa.art@reaganusa.com.

If your file is bigger than 10 MB it can be uploaded via our ftp, accessed through our web site: www.reaganoutdoor.com
From the menu bar select: FILE UPLOAD

REGISTER AN ACCOUNT

CHOOSE FILE

SELECT CITY: SALT LAKE CITY

UPLOAD

Please contact your Account Executive to let them know you have uploaded your file.

PROOF APPROVAL

ALL ARTWORK, whether Reagan-created or otherwise, will need to be approved by the Client on an approval form provided by Reagan before any print production will begin.

TYPE

ALL ARTWORK NEEDS TO HAVE THE TYPE CONVERTED TO OUTLINES, PATHS, OR CURVES according to what your program supports. This is to avoid any printing mishaps. Remember to unlock all elements and select all before converting. This assures that nothing is missed.

SUPPORT

Include all your support files, including screen and printer fonts. Missing support files is the #1 cause of delays. Don't assume the files are embedded, send them anyway!

ARTWORK & PHOTOGRAPHY

Costs for additional usage of artwork or ideas originally created by Reagan:

Logos:	\$6000.00
Exclusive Rights:	\$6000.00
Adjustments:	\$95.00 per hour

7 PRINCIPLES OF OUTDOOR DESIGN

PRODUCT IDENTIFICATION

Does the advertiser's name/product register quickly?

SHORT COPY

Is the basic idea expressed quickly and with impact?

SHORT WORDS

Can the reader grasp the idea at a glance?

LEGIBLE TYPE

Can the copy be read at a distance and while moving?

LARGE ILLUSTRATIONS

Are the pictures big as all Outdoor?

BOLD CONTRASTING COLORS

Are the colors clearly defined? Do they have impact?

SIMPLE BACKGROUND

Does the background interfere with the basic idea..
Or help it?

