



Art Specs: Bulletins

ACCEPTABLE FILE FORMATS

- We accept .PDF, .PSD, .EPS, .AI, .TIFF and .JPG files.
- Documents should be created with a 1"(inch) = 1'(foot) ratio @ 300 dpi.

For example, a 14' x 48' Bulletin would be as follows:

- Live area/trim file size should be 14" x 48" (inches) @ 300 dpi.
- 0.5" bleed on all sides, so the final document size will be 15' x 49" at 300 DPI.
- Safe area: It is recommended to keep any text or logos within 0.5" of document edge.
- 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 code

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.)

