

# Mechanical Specs

Use the following specifications to create a production file for the vast majority of our network.  
*Confirm Specs with your Account Executive. Some billboards may vary in size.*

One image. One logo. Seven words or less.

## BULLETIN SPECS - VINYL/PERM

- Begin your design with the dimensions of the structure in inches. The structure size is the actual image area of the billboard.
- Bleed your background by 6" on all four sides. This makes the overall vinyl size 1' larger than the image area in both height and width.
- Our production team will create 3" pockets on the back of the vinyl for installation.



- We ask that artwork be no less than 300 DPI. For optimal input, we recommend building your file to 408 DPI.
- Please contact a sales representative to submit your final artwork or email [scheduling@midwestbillboards.com](mailto:scheduling@midwestbillboards.com).
- Allow **10 days** for production of vinyl. Installed within **one week** of vinyl being received. \*Weather permitting

14'x48' VINYL - FINAL SIZE	HEIGHT	WIDTH
Production Size	14'	48'
Bleed Size (6" on ea. side)	15'	49'
Mechanical Size	7"	24"
Mechanical Bleed (.25 on ea. side)	7.5"	24.5"

## DIGITAL SPECS - BULLETIN & POSTER

### 14'x48' Digital Bulletin

TYPE OF AD	HEIGHT	WIDTH	DPI	COLOR	FILE TYPE
Eight-second STATIC ad	500 pixels	1800 pixels	96 DPI	RGB	JPEG
Eight-second MOTION ad	256 pixels	864 pixels	96 DPI	RGB	AVI or MP4

*\*Motion ads available on select digital billboards. Ask your Account Executive for more details.*



### 10'x30' Digital Poster

TYPE OF AD	HEIGHT	WIDTH	DPI	COLOR	FILE TYPE
Eight-second STATIC ad	500 pixels	1500 pixels	96 DPI	RGB	JPEG
Eight-second MOTION ad	144 pixels	448 pixels	96 DPI	RGB	AVI or MP4

*\*Motion ads available on select digital billboards. Ask your Account Executive for more details.*



### 8'x16' Main Street Digital Poster (Rural Billboards)

TYPE OF AD	HEIGHT	WIDTH	DPI	COLOR	FILE TYPE
Eight-second STATIC ad	300 pixels	700 pixels	96 DPI	RGB	JPEG



Conveniently share files with our creative team.