



MCINTYRE OUTDOOR ADVERTISING

BILLBOARD VINYL – GRAPHIC FILE SPECS

- BILLBOARD COPY AREA: 14'X48' UNLESS OTHERWISE SPECIFIED
- 300 DPI IS OK, BUT 600 IS PREFERRED
- WINDOWS COMPATIBLE PC OR APPLE MACINTOSH
- ACCEPTABLE MEDIA ARE ZIP, JAZ, SYQUEST, OR CD ROM

ADOBE PHOTOSHOP

- Create file in quarter scale i.e., ¼ inch = 1 foot
- Create image at 600 DPI
- Try to keep everything flattened rather than in layers
- Pantone spot colors preferred

QUARKXPRESS

- Create file in quarter scale i.e., ¼ inch = 1 foot
- Photo images should be at 600 DPI
- Pantone spot colors preferred
- Include the following on the disk:
All fonts in PostScript and suitcase form

Photo images and artwork

ADOBE ILLUSTRATOR

- Create file in quarter scale i.e., ¼ inch = 1 foot
- Photo images should be at 600 DPI
- Pantone spot colors preferred
- Create outline for all fonts
- Save photo images to disk

MACROMEDIA FREEHAND

- Create file in quarter scale i.e., ¼ inch = 1 foot
- Photo images should be at 600 DPI
- Pantone spot colors preferred
- Create outline for all fonts
- Save photo images to disk

COREL DRAW

- Create file in quarter scale i.e., ¼ inch = 1 foot
- Photo images should be at 600 DPI
- Pantone spot colors preferred
- Create outline for all fonts
- Include the following on the disk:
All fonts in PostScript and suitcase form
Photo images and artwork