



# MID-AMERICA ADVERTISING

The Billboard People. Period.

100 W Hazel Dell Road, Springfield, IL

## Artwork Guidelines

### Programs Supported:

Adobe InDesign, Illustrator, Photoshop  
Macromedia Freehand  
QuarkXPress  
CorelDraw  
(latest versions available)

### Accepted File Types:

We accept most any type of file from the listed art programs, but we prefer to use layered psd, eps, tiff, or high-res pdf or jpeg files.

### Art Specifications:

Please build your file in CMYK. All black elements should be built as C40, M40, Y25, K95. Due to the sensitivity of our materials and printers, we found this combination to print the richest black.

Please convert all fonts to outlines (paths) or include all screen and printer fonts.

For vinyl billboards, we recommend that you use 1"=1' scale at 300 dpi minimum.

For smaller banners, we recommend that you use 1"=1' scale at 600 dpi minimum.

When naming your file, please use only alphanumerical characters with underscores for spaces, if necessary. This will avoid any problems with ftp transfer.

If your files exceed 300 MB, we recommend that you send your files on disk.

Please email Heather Blasing with questions  
[heatherb@midamericaadvertising.com](mailto:heatherb@midamericaadvertising.com)

Upload your artwork to our ftp site

### File Setup:

#### Vinyl examples

20'x60' Billboard:	10 high x 30 inches wide	@ 300dpi
14'x48' Billboard:	14 high x 48 inches wide	@ 300dpi
10'.6"x36' Billboard:	10.6 high x 36 inches wide	@ 300dpi
10'.6"x31' Billboard:	10.6 high x 31 inches wide	@ 300dpi
10'x31' Billboard:	10 high x 31 inches wide	@ 300dpi
10'x30' Billboard:	10 high x 30 inches wide	@ 300dpi
12'x24' Billboard:	12 high x 24 inches wide	@ 300dpi
10'x20' Billboard:	10 high x 20 inches wide	@ 300dpi
10'x16'.8" Billboard:	10 high x 16.8 inches wide	@ 300dpi
10'x15' Billboard:	10 high x 15 inches wide	@ 300dpi

(These examples show dpi for best print quality results.)

**NOTE:** Vinyl billboards with pole pockets typically require 6" bleed on all sides.

### Before you upload:

- ✓ Are the fonts converted to outlines or included in the support files?
- ✓ Is your artwork set up proportionally to the final size?
- ✓ Are all the support files included (fonts, placed images)?
- ✓ Is it in CMYK color profile?
- ✓ If your order requires pole pockets, is there bleed included in your file?
- ✓ Are all placed images high resolution (for best quality)?

[ftp.midamericaartwork.com](http://ftp.midamericaartwork.com)

USERNAME: MidAmerica PASSWORD: MidAmerica

[midamericaadvertising.com](http://midamericaadvertising.com)

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