



OUTDOOR ADVERTISING  
605-388-9424

# TRADITIONAL BILLBOARD ART SPECIFICATIONS

## CREATING YOUR ARTWORK

When creating your artwork please be aware of the following:

**CMYK Color Format**

**408 PPI (300 PPI Minimum)**

**Proper dimensions scaled correctly (see below)**

Please use the scale 1/2" = 1'

**"Poster" Size - 10'5" x 22'8"**  
inches: 5.25" x 11.4"  
pixels: 2142 x 4651

**Billboard Size - 12' x 24'**  
inches: 6" x 12"  
pixels: 2448 x 4896

**Billboard Size - 10'6" x 36'**  
inches: 5.25" x 18"  
pixels: 2142 x 7344

**Billboard Size - 14' x 48'**  
inches: 7" x 24"  
pixels: 2856 x 9792

Other common sizes include:  
12' x 32' 14' x 40' 10' x 32'

## ACCEPTABLE FILE FORMATS

We accept JPG, PSD, PDF. We prefer PDF. Please flatten layers prior to exporting.



Please submit artwork via email OR via Dropbox to [Graphics@EpicOutdoor.com](mailto:Graphics@EpicOutdoor.com)

## ADDITIONAL INFORMATION

If we are printing your vinyl, do **not** add bleeds or crop marks.

All text must be at least 1/4" from the edge of artwork.

Please ensure images are high-resolution.

Make sure you use high contrasting colors.

Good High Contrasting Colors



Poor Low Contrasting Colors



When designing with black, please define as:  
cyan 20% magenta 20% yellow 20% black

For additional information please contact  
**605.388.9424** or [Graphics@EpicOutdoor.Com](mailto:Graphics@EpicOutdoor.Com)

