

# GRAPHICS SUBMISSIONS GUIDELINES

This document details the specifications for graphics submitted to Rolling Adz LLC by our clients.

## FILE TYPES\*

Digital files (logos, photos, finished layouts, etc.) should be saved or exported from your design application to PSD, TIFF, PDF or EPS (if possible) with a minimum resolution of 150dpi at 50% OF THE FINAL DESIRED PRODUCTION SIZE. The higher the resolution provided, the better the results. Placed images are to be embedded rather than linked. If files are linked, be sure to send along the linked files.

**Do not submit GIF files, Word (.doc) files, PowerPoint (.ppt.) files, or any file formatted for or taken from a website. Web graphics are not suited for large format printing. This is a very common error and should be avoided.**

## PAGE LAYOUT / IMAGE SIZE

Image should be cropped and scaled to intended print size or to a percentage of print size (no less than 25% for vector based). Remove non-printing borders. Final resolution should be NO LESS than 150 dpi at FINAL print size. Higher resolutions will produce superior results. Image should be flattened or with layers but no transparent objects. Color halftone images should be submitted in CMYK color mode. If arrangements are made ahead of time with our Graphics Dept., Native Files\* can be sent along if any changes or additions are anticipated during the course of the install, but these should not be considered as the primary print files.

## FONTS

All fonts should be converted to outlines or paths. Send font files if there is an anticipation of any changes or additions that need to be made to the provided art.

## PROOFING

A PDF proof will be e-mailed along with the print files for reference. Clients will have the opportunity to review all files and make any final edits. Upon approval artwork will be sent off for production and installation.

## UPLOADING FILES

Large files can be posted to your company FTP site or Dropbox and the link/access information sent to filip@rollingadz.com. If you would like to post to our Dropbox, please send your request to your account manager and email filip@rollingadz.com. A client folder will be created for you to upload files and links. Smaller files (<10MB) can be emailed directly to filip@rollingadz.com.

\*native application file types supported are Adobe Photoshop CS6 (pc / mac), Illustrator CS6 (pc / mac).

# SETUP

1. Artwork needs to be created at half size (example: 24ft x 8ft truck 288 in. x 96 in.) **PRINT READY 144 in. x 48 in.** All finished files can be submitted in PSD, PDF, TIFF, EPS or JPG format at **150DPI**.
2. All measurements are **length x height** (example: sides 24 x 8, front 7 x 3, rear 8 x 8)
3. Final artwork needs to be packaged with fonts, links, and native files (Photoshop or Illustrator). Rolling Adz LLC. has the right to make adjustments to creative files as needed.
4. Should your design have "Copy" we require a safety area of 6in. from all edges. This ensures that no important info is cut off when installed. Duplicate for rear artwork as well.



# TRUCK SIZE

Our billboard trucks are roughly all **8ft** high and come in lengths of **16ft, 18ft, 20ft, 24ft and 26ft**. Size is subject to availability within your campaign area.



# NOTES

It is essential that creative assets be sent to the marketing department in a complete state. Creative team will supply one proof of work. Adjustments will be made to the creative and be re-submitted for approval. You will be asked to sign off on the completed project before the piece is sent to the printer or given to you in its final form.