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## Creating Your Own Ad?

**Here are some basic guidelines for creating your own billboard layout.**

- Suggested scale for all vinyl production is: ½"=1'
- Please add .25" around all sides for bleed (this will make a 6" bleed on the billboard vinyl)
- Keep critical elements .25" away from the edge of the live area of the layout.
- All elements and photographs should be at least 300dpi at ½" =1' scale. Optimal output is up to 408ppi, so there is no need for anything larger.
- For the most accurate color-reproduction, please include all PMS color callouts for each element of your design.
- If possible, convert all text to outlines to eliminate any font matching errors. Include the font files anyway, just in case we need to make changes.
- Templates can be found on our website [www.SunOutdoor.com](http://www.SunOutdoor.com)

## What Program Do I Use to Submit My Art?

- Our production facility prefers a .pdf file (with all type converted to paths) or a flattened Photoshop, .tif or .jpg file
- If you want Sun Outdoor to be able to modify or make minor corrections or changes to your art if necessary, you will need to submit your art to us in one of these options (make sure to convert text to outlines or include all fonts with your submission)

PDF file with Illustrator editing capabilities turned on

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

## Sun Outdoor is designing my Billboard, but They will need my Logo.

- e-mail (if the file is less than 5 MB): [arbos@harbornet.com](mailto:arbos@harbornet.com)
- e-mail a low res proof to [arbos@harbornet.com](mailto:arbos@harbornet.com) and let our Graphic Designer know your larger file is ready for upload. An upload link will then be sent to you for direct upload to the production facility.
- contact our Graphic Designer for a mailing address for artwork to be submitted via mail.