

# SET-UP SPECS Digital

MARKET	UNIT #	LOCATION	SIZE	SET-UP SPECS	SET-UP NOTES
Allen	FORD2002NAI	I-69 S/O Wallen Rd ES, Fort Wayne	14' x 48'	416px by 1504px	72dpi, RGB, JPG
Allen	FORD2618NAI	4511 Parnell Ave SS, Fort Wayne	14' x 48'	416px by 1504px	72dpi, RGB, JPG
Allen	FORD2634WAI	5808 West Jefferson St NS, Fort Wayne	14' x 48'	416px by 1504px	72dpi, RGB, JPG
Allen	FORD2769NAI	4028 Coldwater Rd S/O Coliseum Blvd ES, Fort Wayne	14' x 48'	416px by 1504px	72dpi, RGB, JPG
Allen	FORD2846SAI	9212 Lima Rd, Fort Wayne	10' x 30'	160px by 552px	72dpi, RGB, JPG
Allen	FORD5003WAI	4544 Illinois Rd E/O St Thomas F/W, Fort Wayne	10' x 30'	160px by 552px	72dpi, RGB, JPG
Allen	FORD5003EAI	4544 Illinois Rd E/O St Thomas F/E, Fort Wayne	10' x 30'	160px by 552px	72dpi, RGB, JPG
Delaware	MUND3699WAI	3630 McGalliard E/O Bethel SS, Muncie	10' x 30'	160px by 552px	72dpi, RGB, JPG
Grant	MARD3656NAI	514 Baldwin Ave S/O 5th St, Marion	10'6" x 36'	160px by 540px	72dpi, RGB, JPG
Madison	ANDD3739SAI	Scatterfield N/O 10th ES, Anderson	10' x 30'	160px by 552px	72dpi, RGB, JPG
Madison	ANDD3764SAI	5240 Scatterfield Rd SR 9, Anderson	10' x 30'	160px by 552px	72dpi, RGB, JPG
St. Joseph	GRAD1298EAI	12510 SR 23 @ Bittersweet SS, Granger	10' x 36'	144px by 560px	72dpi, RGB, JPG
St. Joseph	MISD1542SAI	4917 Grape Rd WS, Mishawaka	14' x 48'	416px by 1504px	72dpi, RGB, JPG
St. Joseph	MISD1572NAI	3703 Grape Road @ Edison WS, Mishawaka	14' x 48'	416px by 1504px	72dpi, RGB, JPG
St. Joseph	SBDO1277NEA	2112 South Bend Ave W/O Ironwood Drive SS, South Bend	14' x 48'	416px by 1504px	72dpi, RGB, JPG
St. Joseph	SBDO1059NEAI	South Bend Ave @ Napoleon, South Bend	10' x 33'	176px by 624px	72dpi, RGB, JPG
St. Joseph	SOUD1035SAI	South Michigan N/O Ireland ES, South Bend	14' x 48'	416px by 1504px	72dpi, RGB, JPG
St. Joseph	SOUD1182NAI	1926 Lincolnway East W/O Ironwood Drive SS, South Bend	14' x 48'	416px by 1504px	72dpi, RGB, JPG
St. Joseph	SOUD1247EAI	1631 South Bend Ave @ Edison NS (Linebacker), South Bend	14' x 48'	416px by 1504px	72dpi, RGB, JPG
Tippecanoe	LAFD4349EAI	3832 SR 26 E/O Creasy Lane NS, Lafayette	10' x 30'	160px by 552px	72dpi, RGB, JPG

## Digital Artwork

- Files will be uploaded in JPG format, RGB, 72 dpi.
- File formats
  - Preferred: JPG
  - Accepted: PSD, EPS, TIFF, and high resolution PDF
- **Not accepted: Word, Powerpoint, or Publisher**
- Photos, logos and other images for used should be high resolution

## Digital Capabilities

Digital is a unique medium that can handle one-of-a-kind creative integrations, such as clocks, countdowns, temperature triggering, scoreboards, fund-raisers, and more.

## Digital Art Timeline

- Client supplied artwork files must be delivered 3 business days prior to start date.

# SET-UP SPECS Poster & Bulletins

## POSTER

LIVE AREA	SET-UP SPECS	FINISHED SIZE	SPEC NOTES	PRINTED MATERIAL	LIFE SPAN
10'5" x 22'8" Eco Poster	12.5" x 27.2"	10'5" x 22'8"	240dpi, CMYK, .TIFF, no crop or bleed marks	PE Eco-Poster Single Sheet, 100% recyclable material	60 days
12'3" x 24'6" Poster Wrap	6.627" x 12.75"	13'3" x 25'6"	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years

## BULLETIN

LIVE AREA	SET-UP SPECS	FINISHED SIZE	SPEC NOTES	PRINTED MATERIAL	LIFE SPAN
10' x 28'	5.5" x 14.5"	11' x 29'	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years
10' x 30'	5.5" x 15.5"	11' x 31'	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years
10' x 56'8"	5.5 x 28.833"	11' x 57'8"	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years
10'6" x 39'	5.75" x 20"	11'6" x 40'	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years
10'6" x 48'	5.75" x 24.5"	11'6" x 49'	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years
10'6" x 44'10"	10'6" x 44'10"	11'6" x 45'10"	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years
12' x 25'	6.5" x 13"	13' x 26'	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years
12' x 50'	6.5" x 25.5"	13' x 51'	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years
12' x 36'2"	6.5" x 18.583"	13' x 37'2"	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years
14' x 39'	7.5" x 20"	15' x 40'	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years
14' x 48'	7.5" x 24.5"	15' x 49'	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years
23'8" x 36'	12.334" x 18.5"	24'8" x 37'	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years
25'2" x 24'6"	13.083" x 12.75"	26'2" x 25'6"	300dpi, CMYK, .TIFF, no crop or bleed marks	Vinyl flex, 7 ounce weight	2 years

### Poster & Bulletin Artwork

- Files will be uploaded in TIFF format, CMYK, 240 or 300dpi as indicated above.
- File formats
  - Preferred: TIFF
  - Accepted: PSD, EPS, JPG, and high resolution PDF
  - Not accepted: Word, Powerpoint, or Publisher**
- Photos, logos and other images for used should be high resolution
- Bleed art to edge of set-up specs, but keep all important elements at least .25 inches away from each side to avoid cropping.
- If bulletin size is not indicated above, use .5" = 1' scale.

### Extensions (Bulletins Only)

- 3' on the top (1.25" away from edge of design)
- 2' on the bottom and sides (.75" away from edge of design)

**All extensions must be approved by Burkhart.**

### Art & Production Timelines

- Allow 10 business days for artwork to be printed and received by Burkhart.
- Printed materials supplied by client must be delivered to the correct branch 3 business days prior to the scheduled post date.