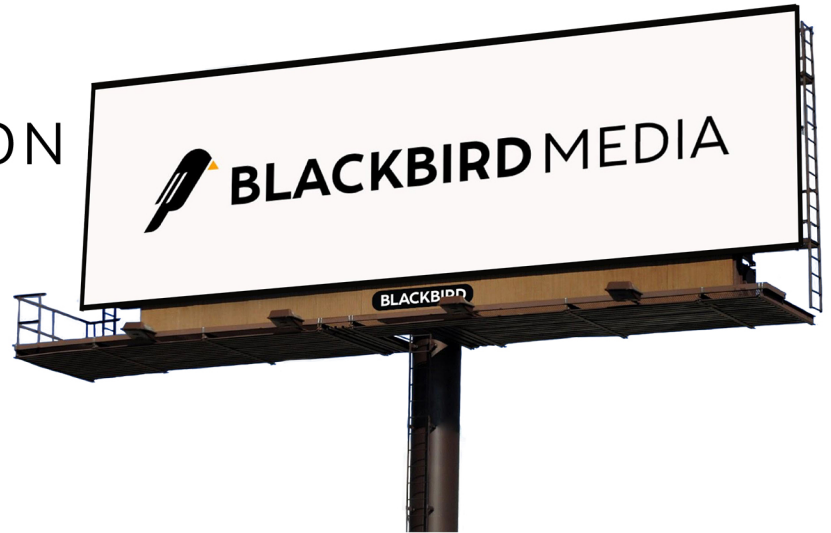


CREATIVE SPECIFICATIONS

STATIC BULLETIN FILE CONFIGURATION

SCALE: 1 foot = 1 inch
COLOR PROFILE: CMYK
DPI: 300+
FILE TYPE: .jpg, .pdf, png
BLEED: 6 inches = 0.5"



CREATIVE DIMENSIONS:

BOARD ID	LIVE AREA H x W (IN)	BLEED H x W (IN)	FINISHED DIMENSIONS H x W (IN)
TN08A	12 X 40	0.5	13 X 41
TN12B	12 X 44	0.5	13 X 45
TN18B	10.5 X 36	0.5	11.5 X 37
TN20B	18 X 40	0.5	16 X 41
TN22A	14 X 48	0.5	15 X 49
TN24A	24 X 24	0.5	25 X 25
TN30A/B	14 X 48	0.5	15 X 49
TN31A/B	12 X 41	0.5	13 X 42

NOTES:

>Vector Applications: Convert type/fonts to outlines or curves and embed placed images.

BEST PRACTICES:

- >Limit text to 10 - 12 words
- >Dark backgrounds work best with high contrast copy. Use bold sans serif fonts for best legibility
- >Design should be focused on one message and include a call to action.
- >All artwork is subject to the approval and discretion of Blackbird Media

PLEASE NOTE: If your creative is intended for more than one board, please adjust creative art and dimensions accordingly and save to spec. For any questions, please email info@bbirdmedia.com