



## AdTraction Display Specs Sheet

**Please provide any linked images separately as well as fonts.  
Also include any color information in the form of Pantone PMS colors.**

### AdTraction Display 12' x 24' (288 SqFt)

Overall Area	144" x 288"
Viewable Area	136" x 280"
Bleed	4"
Finished Size DPI Minimum	50dpi

#### 1/4th Scale

Creative File Overall Area	36" x 72"
Creative File Viewable Area	34" x 70"
Creative File Bleed	1"
DPI Minimum	200dpi

Material

Scotchcal Graphic Film with Overlaminates tested per ASTM E303, "Standard Test Method for Measuring Frictional Properties Using the British Pendulum Tester" meeting the requirements of the skid resistance values.

### AdTraction Display 8' x 16' (128 SqFt)

Overall Area	96" x 192"
Viewable Area	91" x 187"
Bleed	2.5"
Finished Size DPI Minimum	50dpi

#### 1/4th Scale

Creative File Overall Area	24" x 48"
Creative File Viewable Area	22.5" x 46.5"
Creative File Bleed	0.75"
DPI Minimum	200dpi

Material

Scotchcal Graphic Film with Overlaminates tested per ASTM E303, "Standard Test Method for Measuring Frictional Properties Using the British Pendulum Tester" meeting the requirements of the skid resistance values.

### AdTraction Display 6' x 12' (72 SqFt)

Overall Area	72" x 144"
Viewable Area	68" x 140"
Bleed	2"
Finished Size DPI Minimum	50dpi

#### 1/2 Scale

Creative File Overall Area	36" x 72"
Creative File Viewable Area	34" x 70"
Creative File Bleed	1"
DPI Minimum	100dpi

Material

Scotchcal Graphic Film with Overlaminates tested per ASTM E303, "Standard Test Method for Measuring Frictional Properties Using the British Pendulum Tester" meeting the requirements of the skid resistance values.

#### RECOMMENDED FORMATS

Artwork created in vector applications such as Adobe Illustrator or FreeHand should be saved in its native file format.

Photographic images or raster images are best saved as .psd, .eps, or .tif file formats.

Please include all fonts which were used to create the digital file, especially when using a unique or proprietary font that may need editing before production.

Include a color chip or color system reference number for matching purposes. We typically refer to the Pantone matching system.

Call Jason Addington - AdTraction Media with any questions (917) 523-2972 or email [jason@adtractionmedia.com](mailto:jason@adtractionmedia.com)