

## PRODUCTION SPECIFICATIONS:

# Standard VINYL FLEX w/pockets

**Live Area:** Example, 14' x 48' = 168" x 576"

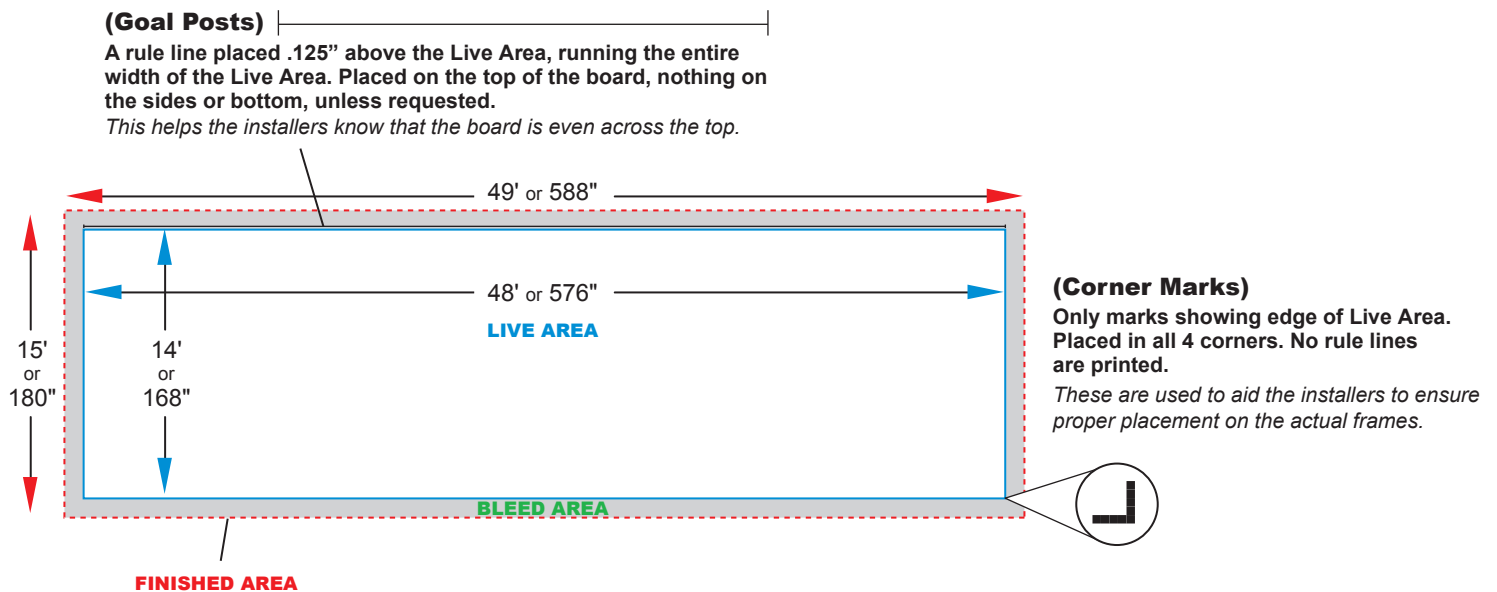
**Definition:** This dimension refers to the *viewable area of the billboard frame*, also called the *"image area."*

**Finished Area:** Example, 15' x 49' = 180" x 588"

**Definition:** This dimension refers to the total size of the board *when completed with pockets*, also called the *"blank size."* This dimension includes the bleed area. Our standard is 6" bleed to each edge.

**Bleeds:** Our standard is 6" bleed to each edge.

**Pockets:** Our standard is a 3.5" pocket. They are included in the Finished Area dimension.



On the back of each vinyl we print information that is useful to the vinyl installation crews. On the back of the vinyl, on the top left corner (from the perspective of someone viewing the billboard image from front) we print "TOP LEFT (front)." Likewise, we print "TOP RIGHT (front), BOTTOM LEFT (front) and BOTTOM RIGHT (front)."

