

Ad Panel Sizes

Rolling Ads ad panels are available in lateral, back or front sizes. Please follow the specifications on the sizing chart for the purpose of printing and graphic design.

File Format and Resolution

Files should be sent in both EPS and JPG format and should be minimum of 150 dpi at full size.

If you create the ad panel at 50% please make the dpi 300. Photographs need to be at least 150 dpi at full size.

Design Recommendations

As people are driving, you will want to create an impact, grabbing their attention in a short amount of time. By following these helpful hints it will make your ad more effective.

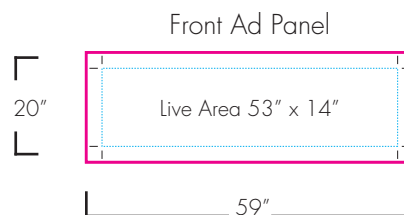
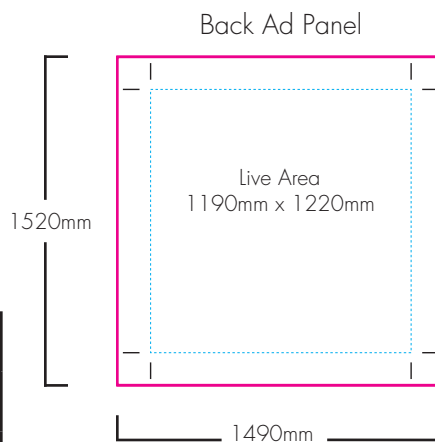
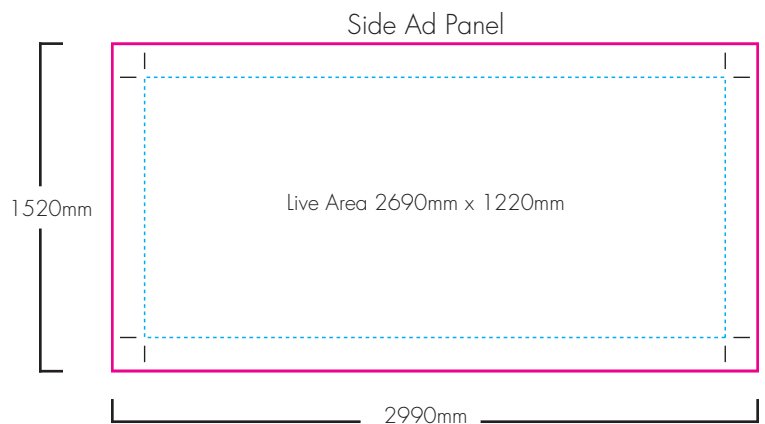
- ▶ Use your logo and company name
- ▶ Phone number or website
- ▶ Address (only if necessary)
- ▶ Short message (avoid lengthy lists or descriptions)
- ▶ High Contrast colors
- ▶ Less is more (keep it simple)

AD PANEL SIZING CHART

AD PANEL SIZING CHART		
SIDE	2690mm width x 1220mm height	Live Area
	2990mm width x 1520mm height	Bleed Area
BACK	1190mm width x 1220mm height	Live Area
	1490mm width x 1520mm height	Bleed Area
FRONT	53" width x 14" height	Live Area
	59" width x 20" height	Bleed Area

Ad Panel Production

All ad panels must satisfy the descriptions above. Approved artwork can be provided on CD or DVD and mailed to the address below. Ads can be emailed to art@rollingadsmd.com if the file size is under 8 MB. Files can also be uploaded through our website, rollingadsmd.com by clicking "upload artwork" and following the instructions.



■ Live Area ■ Bleed Area





AD PANEL ART REQUEST

AD PANEL SKETCH	AD PANEL SIZE	QTY.
Please use the area below for a rough sketch of the ad: (FAX sketch to (410) 788-2005)	Side ad panel 2990mm width x 1520mm height	
	Back ad panel 1490mm width x 1520mm height	
	Front ad panel 59"width x 20" height	
	PREFERENCES	
	Please indicate any color preferences below:	
	Please indicate any font preferences below:	
	Please include the following logo in the ad design:	
Please include the following photo in the ad design:		
CONTACT INFORMATION	ADDITIONAL INFORMATION	
Name:	What is the most important message to express to the consumer?	
Company:		
Address:		
Phone:	What is unique about the product or service you are advertising?	
Fax:	Who is the target audience for this product or service?	
Email:		