B:24.5" (98')
T:24" (96')
S:23.5" (94')

Proud friend of the NFL.

B:7.5" (30')
T:7" (28')
S:6.5" (26')

Bud Light NFL 14′x48′ • Proud Friend • Built @ 1/2″ = 1′ Scale

VSA PARTNERS

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PR	S. Bank			
AB	N/A		RT	K. Quail
PD	S. Stalling		DD	T. El-Mofty

CLIENT/BRAND	JOB NUMBER	PROJECT	
ABInBev / Bud Light	1650-026-01	Bud_Light_OOH	
FILE NAME		LAST MODIFIED	DUE
BudLight_NFL_ProudFriend_14x48_R6.indd		7-21-2017 5:19 PM	7/10/2017
VERSION/AD ID		BINDING	PAGE
Bud Light NFL – Proud Friend		N/A	1 of 1
TACTIC		SCALE	INTERNAL
14' x48' Bulletin		0.25" = 1'	Samantha Stalling None
BLEED (FINAL SCALE)	FLAT (FINAL SCALE)	LIVE (FINAL SCALE)	FINISHED SIZE
1'W x 1'H	96'W x 28'H	1'W x 1'H	None
FOLDS OR PANELS		GUTTER	OVERPRINT
None: None		None	GREEN ON YELLOW OFF

INKS
Cyan, Magenta, Yellow, Black

LINKS
BudLight_NFL_Friend_14x48_r02_SL.tif (600 ppi; CMYK)

NOTES
- Built at 1/2" = 1' scale
- 600 dpi image resolution mechanical size
– NFL

IDEAlliance ISO 12647-7 Digital Control Strip 2009