

America 250 City Art Poster GUIDELINES & SPECS



PROJECT OVERVIEW

This specification sheet outlines all production requirements for the America 250 City Art Poster initiative supported by the National Endowment for the Arts (NEA) and The United States Conference of Mayors (USCM). Final artwork will be incorporated into an official USCM template featuring a standardized black brand bar at the bottom with NEA, USCM, and America 250 logos.

TIMELINE

- | | |
|-----------------|--|
| Jan | Cities determine the artists for posters; announce the opportunity locally. |
| Feb | Determine local city artist submission deadline and mayoral selection process to choose the official city art poster. |
| April 15 | Determine local city artist submission deadline and mayoral selection process to choose the official city art poster. |
| May 1 | Second Round Final artwork due to USCM. Posters for display at the Annual Meeting will be printed by USCM. |
| June 4-7 | Artwork selected by cities who would like to be a part of the America 250 City Art Poster display during USCM's 94th Annual Meeting. |

PREFERRED FILE FORMAT: PDF

- **File Format:** PDF only
- File should be created at 100% scale to provided specs.
- **Resolution:** Minimum 300 DPI at 100% scale.
- **Color Mode:** CMYK (4-color process)
Convert all RGB images and spot colors to CMYK.
- All Posters submitted should be suitable to print as is. USCM is not responsible for any errors in content or resolution quality.
- Files not meeting these requirements must be corrected before they will be accepted.

POSTER SPECS

WITH BLEED	Width	Height
Your Artwork Size Final printed size after trim.	24 in.	32 in.
Safe Area Important information should be 1 in. away from final trim on all four sides	22 in.	34 in.
Size Including Bleed add 1/4 in. (.25) bleed on all 4 sides	24.5 in.	32.5 in.

- All artwork must be built at these exact dimensions.
- Template on following page (page 2).

POSTER ARTWORK DUE DATE: May 1, 2026

- Please submit your Poster by **Friday, May 1, 2026.**
- Each city's poster should incorporate the name of the city and "America 250" into the design.
- Please read all instructions and specs before submitting the final file.

SUBMIT PDF FILE TO:

- Name your file clearly (CityName_A250Poster.pdf)
- Dropbox Link: [America 250 City Art Poster](#)

FOR QUESTIONS:

Contact: Jocelyn Bogen
United States Conference of Mayors
Direct: 202-861- 6727
jbogen@usmayors.org

Bleed

- 1/4 inch (.25) on all 4 sides

Your Artwork Size

- Live area 24 X 32
- With bleed 24.5 x 32.5
- Include bleed on all 4 sides

Artwork Trim

- Live Area 24 X 32

Safe Area

- 22 X 30
- Keep all important information within the safe area.

USCM will place submitted artwork into an official branded poster template. The template includes a standardized 4-inch black branding bar at the bottom containing the NEA, USCM & America 250 logo. Your artwork will be placed above the black bar.

Artists do NOT need to design the black bar. Only provide the 24" x 32" artwork plus bleed.

Final display size (including black bar): 24" x 36"

This is a sample of the poster with the black bar at the bottom.

