



# PREMIERE PANEL



POINT OF  
PURCHASE

TARGETED

High  
FREQUENCY

## BENEFITS

- Targets desired consumers demographically and geographically
- Creates and reinforces brand awareness in the marketplace
- Builds high frequency with continuous presence
- Stimulates sales near point-of-purchase locations
- Combines the creative impact of a bulletin with the reach and frequency of a poster program

## DISTRIBUTION

- Customized programs can cover an entire market or pinpoint desired consumer target groups
- Rotary programs are offered in most major markets

## SIZE

- Copy Area: H 12' 3" x W 24' 6"
- Extension Size: Maximum H 3' 6" x W 1'

## PRODUCTION

- Durable, computer-painted vinyl or PE provides a broad palette for innovative designs.

## CONTRACT TERMS

- Typically purchased 16 weeks or longer
- Shorter term programs and rates are offered
- Purchased individually or by OOH Ratings

## LAYOUT

- Mechanical Size: H 6.375" x W 12.5"
- Copy area: H 6.125" x W 12.25"
- Size is based on a 1/2" = 1' scale

## DIGITAL REQUIREMENTS

- Digital resolution at this scale is best at 600dpi but can be as low as 300dpi. CMYK file
- Supply on Macintosh formatted CD or DVD
- Software: Illustrator, Photoshop, Freehand & QuarkXpress
- Specify Pantone colors for all flat tones.
- Include both screen and printer fonts OR convert to paths/outlines
- Photoshop imports must be saved as .eps or .tif images
- A color print out of layout for color matching

