



**HIGH PROFILE
LOCATIONS**

IMPACTFUL

Dominates
LANDSCAPE

BENEFITS

- Accommodates a wide variety of unusual creative sizes and shapes
- Towers above the streets, creating a spectacular landmark
- Delivers high frequency. Reach varies by location(s)
- Provides dominance in key market

DISTRIBUTION

- Typically located in high profile locales.
- Penetrates areas where other out-of-home coverage is limited or unavailable
- Available in select major metropolitan markets.

SIZE

- Varies by market and location

PRODUCTION

- Hand painted, accurately rendered by skilled muralists
- Hand painted or computer printed vinyl can be suspended from the surface on some locations

CONTRACT TERMS

- Sold individually for extended periods

LAYOUT

- Varies according to type of display

DIGITAL REQUIREMENTS

- Digital resolution is best at 1/2"=1' 600dpi but can be as low as 300dpi. CMYK file
- Submit files with online file transferring website or FTP
- Software: Illustrator, Photoshop, & InDesign
- Specify Pantone colors for all flat tones.
- Include font files OR convert to paths/outlines
- Photoshop exports must be saved as .eps or .tif images

