



Used as a full market coverage medium for reach and frequency.

30-sheet poster

Benefits

- Targets specific audiences demographically and geographically
- Creates rapid consumer top-of-mind awareness.
- Provides continuous presence, up to 18 hours every day, resulting in high frequency multiples
- Maximizes brand awareness and is ideal for new product/service introductions.
- Stimulates sales near point-of-purchase locations.
- Provides efficiencies to media plans by lowering cost per thousand impressions

Distribution

- Widely distributed throughout markets reflecting consumer traffic patterns
- Located in commercial areas on primary and secondary arteries

Size

- Copy Area: H 10' 5" x W 22' 8"

Production

- Printed using a silkscreen or lithographic process
- The cost of paper varies according to the complexity of the design and quantity ordered

Contract Terms

- Typically purchased four weeks or longer
- Media companies posts every Monday, except holidays
- Purchased as daily gross rating points:
A #50 GRP delivers daily exposure opportunities equivalent to 50% of the adult population in a market

Layout

- Bleed area H 5.75" x W 11.75"
- Copy area H 5.25" x W 11.25"
- 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
- 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 CMYK images
- A color print out of layout for color matching



For more information, please call 800-609-5259 or email us at: info@billboardsource.com.