



Bulletins are the largest, most impactful standard-size form of outdoor media.

billboard

Benefits

- Rotating
- Delivers high frequency at each location
- Reach builds as the bulletin is moved to different locations
- Provides continuity of an advertising message throughout the year
- Sustains name and image awareness
- Permanent
- Delivers high frequency
- Builds reach over an extended period of time
- Assures dominance in selected area(s)

Distribution

- Positioned on highly visible, heavy traffic locations such as expressways, primary arteries, and major intersections

Size

- Rotary Bulletin Size: H 14' x W 48'
Extension Size: Maximum H 5'6" x W 2'
- Permanent Bulletins and Extension Sizes may vary depending on location

Production

- Durable, computer-painted vinyl 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 daily gross rating points

Layout (standard size)

- Bleed area H 3.75" x W 12.25"
- Copy area H 3.5" x W 12"
- Size is based on a 1/4" = 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.

billboard
source

www.billboardsource.com