



It takes the message directly to the consumer in a big way.

mobile panel

Benefits

- Flexibility is the main advantage of this unique product
- This product can be used to achieve market saturation, or be skewed to reach a specific demographic target
- It can also be used geographically by providing coverage in and around specific venues such as schools, sporting events and conventions
- Draws attention to a message by bringing it directly to the consumer
- Creative possibilities include embellishments, interactive displays, and promotional programs

Distribution

- The vehicle is driven along a specific route or to a certain location and parked
- Available in select metropolitan markets

Size

- Sizes and substrate usage vary according to each media service provider
- Typical Copy Area: H 10'5" x W 22'8" Vinyl

Production

- Paper posters are printed using a silkscreen or lithography process
- The cost of paper varies according to the complexity of the design and quantity ordered
- Vinyl is durable, computer painted and provides a broad palette for innovative designs

Contract Terms

- Purchased individually

Layout

- Varies according to type of display - paper or vinyl

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.