



The unique vertical format draws attention to the advertisers message.

premiere square

Benefits

- Provides extra impact in the evening with bright top and bottom illumination

Distribution

- Generally purchased as permanent locations
- However, rotary programs are available in some markets
- Available in select Clear Channel Outdoor markets

Size

- Product size varies by market
- Typical Copy Area: H 26' x W 24'
- Extension Size: Maximum H 3'6" x W 1'

Production

- Durable, computer-painted vinyl provides a broad palette for innovative designs
- Vinyl is wrapped around double stacked poster panels

Contract Terms

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

Layout

- Varies according to display

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.