



**POINT OF
PURCHASE**

TARGETED

Cost
EFFECTIVE

BENEFITS

- Offers versatility for seasonal and regional campaigns
- Generates brand awareness and is ideal for new product/service introductions
- Stimulates sales near point-of-purchase locations
- Targets pedestrians as well as motorists
- Penetrates neighborhoods and pinpoints demographic and socio-economic areas
- 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 5' x W 11'

PRODUCTION

- 4-Color printing on single sheet recyclable Polyethylene substrate. Installed with a stretch and clip system
- Typically purchased four weeks or longer
- Media companies post every Monday, except holidays

CONTRACT TERMS

- Typically purchased four weeks or longer
- Media companies posts every Monday, except holidays
- Purchased in showings using OOH Ratings to determine reach percentage of targeted population

LAYOUT [STANDARD SIZE]

- Bleed area H 5.5" x W 11.5"
- Copy area H 4.5" x W 10.5"
- Size is based on a 1" = 1' scale

DIGITAL REQUIREMENTS

- Digital resolution is best at 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