



Flexible

TARGETED

*Special
EVENTS*

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

- 4-Color printing on single sheet recyclable Polyethylene substrate. Installed with a stretch and clip system

CONTRACT TERMS

- Purchased individually

LAYOUT

- Varies according to type of display

DIGITAL REQUIREMENTS

- 600dpi at 1/2"=1' Scale. 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