



Rapid
AWARENESS

TARGETED

High
FREQUENCY

BENEFITS

- Targets specific audiences demographically and geographically
- Creates rapid consumer top-of-mind awareness
- Provides continuous presence, up to 18 hours every day, resulting in high frequency multiples
- Maximizes brand awareness and is ideal for new product/service introductions
- Stimulates sales near point-of-purchase locations
- 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 10' 5" x W 22' 8"

PRODUCTION

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

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

- Bleed area H 5.75" x W 11.75"
- Copy area H 5.25" x W 11.25"
- Size is based on a 1/2" = 1' scale

DIGITAL REQUIREMENTS

- Digital resolution at this scale 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