



PREMIERE SQUARE



Visual

IMPACTFUL

Dynamic
SIZE

BENEFITS

- Highly visible and impactful display utilizes a single-sheet vinyl face with increased creative possibilities.
- Dynamic size enhances brand and product image.
- Strategically located to target specific market segments.
- Delivers high reach and frequency over an extended period of time.
- Certain locations can allow for extensions and unique embellishments for additional impact.

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 is best at 1/2"=1' at 600dpi but can be as low as 300dpi. CMYK file
- 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 images
- A color print out of layout for color matching