

Standish Johnson

Billboard Production Guidelines

12-2012

Single-Sheet Poster

Overview

The Single-Sheet Poster was developed using recyclable polyethylene [PE] plastic. This new product has replaced the former paper & paste posting methods. Also known as Eco-Posters or QuickFlex Posters, Single-Sheet Posters are printed on a single sheet and are similar in appearance to a vinyl bulletin. These types of posters have performed very well as a solution for short-term outdoor advertising exposure, proving not to bleed or flag when exposed to harsh weather. The Single-Sheet Poster can be an ideal solution for advertisements posted for 90 days or less.

Artwork

Most locations support the industry standard of 10'5" high by 22'8" long (125" x 272")*

*Please call our outdoor advertising representatives at 401-751-3170 or Toll Free at 800-362-9736 to review other possible size options. Artwork guidelines are standard.

Note: The single-sheet poster may appear smaller when it is originally unpacked, but the poster will stretch to fit the correct size.

Production

Please inform your printer that Standish Johnson uses Circle Graphics Cable System for Single-Sheet Poster applications.

Shipping Address:

Standish Johnson
205 Barbs Hill Road
Greene, RI 02827

Accepted File Types

(In Preferred Order for Speed of Processing)

Adobe Photoshop (Mac/PC)

Adobe Illustrator (Mac/PC)

Adobe InDesign (Mac/PC)

Quark (Mac/PC)

Adobe Freehand (Mac/PC)

Corel Draw (PC only)

OUTDOOR ADVERTISING

Standish Johnson

"Serving Eastern Connecticut for over 40 Years"

Standish Johnson Outdoor Advertising

475 Hope Street

Providence, RI 02906-1639

Toll-Free: 1-800-362-9736 Phone: 401-751-3170

Fax: 401-751-8490