

Standish Johnson

Billboard Production Guidelines

12-2012

Vinyl Wrap Poster

Overview

The vinyl wrap poster is generally used for advertisements being posted for 90 days or longer. The heavy PVC vinyl wrap is considered a more durable poster, which can withstand harsh weather conditions for more extended periods of time.

Artwork

The live area on most of our poster boards is 12'3" high by 24'7" long (147" x 295"). The poster needs to have a 4" pocket added on all sides, resulting in final dimensions of 13'1" high by 25'3" wide (156" x 303").

A smaller board is available at one of our locations in Stonington, CT. The live area on this board is 8'4" high by 16'2" (98" x 194"). This location requires that a 3" pocket be added to all sides making the final dimensions 8'10" high by 16'8" wide (106" x 200").

Production

Please ensure that the posters are produced with the pockets required for mounting as described in the Artwork section.

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

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