

# STATIC POSTER SPEC SHEET

## DESIGN & FINISHING SPECIFICATIONS

Updated 3/2017

The following specifications can be used when creating a production file for Lamar's static Retrofit Poster inventory. The exceptions include TriVisions, J-Bolt panels, and Wallsapes. If you prefer to download a template in .PDF or .TIFF format, go to: [lamargraphics.com/lgn/Prod-Temp.asp](http://lamargraphics.com/lgn/Prod-Temp.asp).

### PRODUCTION RESOLUTION

Lamar Posters are set up 1" = 1' scale @ 216ppi document resolution. This equates to 18 pixels per linear inch on the final product.

### MECHANICAL SPECIFICATIONS

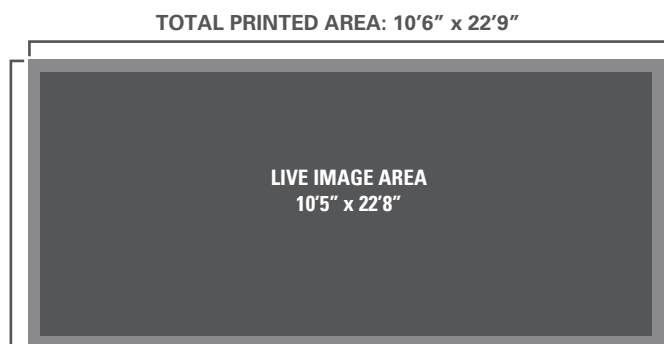
Hold your design to 10'5" x 22'8".

Bleed your background by 3/4" on all four sides.

Overall vinyl size (final size) cannot be any larger than 10'6.5" x 22'9.5" or any smaller than 10'6" x 22'9". Any other size will not fit in the structure.

The production facility should make 4" pockets on the back of the vinyl for installation. This does not change the overall size (final size) of the vinyl.

#### Use the illustration below as an example:



■ LIVE IMAGE AREA - 10'5" x 22'8"

■ TOTAL PRINTED AREA - 10'6" x 22'9"

**MAXIMUM BLANK SIZE: 10'6.5" x 22'9.5"**

**MINIMUM BLANK SIZE: 10'6" x 22'9"**

**BLEED THE BACKGROUND BY 3/4" ON ALL FOUR SIDES**

**4" MECHANICAL POCKET ON BACK**

### MATERIAL, SUBSTRATE, INKS & WARRANTIES

#### Material/Substrate - Vinyl:

Recommended: Ecoflexx 3.0

Weight: 3 oz./sqyd

Warranty: 1 year

#### Material/Substrate - Polyethylene Paper Replacement:

Recommended: Lamar Poster Flex

Weight: 2.9 oz./sqyd

Warranty: 60 days

Warranty protects against ink fade ink adhesion, and failure of material or pockets.

### DESIGN SPECIFICATIONS

#### Compatible Software:

Adobe Photoshop, Illustrator, or InDesign.\*

#### Acceptable Formats:

Native formats from the software listed above or .PDF, .TIFF, or .EPS.

*\*Embed fonts when applicable.*