



# SPECIFICATIONS

THESE SPECIFICATIONS MUST BE MET TO ENSURE PROPER DESIGN AND PRODUCTION QUALITY

- FINISHED EDGE OF POSTER.....49.5” HIGH X 125.5” WIDE
- VIEWABLE AREA INSIDE FRAME OF POSTER.....48.5” HIGH X 124.5” WIDE
- FOR BEST IMPACT, ALL TEXT AND GRAPHICS SHOULD BE AT LEAST 2” INSIDE THE VIEWABLE AREA DIMENSION
- DOCUMENT SHOULD BE CREATED AT 100% OF PRINT EDGE SIZE
- ALL DIGITAL FILES SHOULD BE VECTOR FILES (EPS, ADOBE ILLUSTRATOR, PDF)  
(IF JPEG OR PDF, MUST BE FULL SIZE, \$50 - \$100 CHARGE TO RE-SIZE LOGO INTO PROPER FORMAT)
- CONVERT ALL FONTS TO CURVES OR OUTLINES. COLOR MUST BE IN C M Y K---NOT R G B
- USE ONLY MEDIA THAT MAY BE BACKLIT (AVOID BLACK AND/OR RED BACKGROUND)

**NOTE: SIMPLE DESIGNS WITH FEW ELEMENTS, HIGHLY LEGIBLE TYPE AND LARGE ILLUSTRATIONS WORK BEST ON THIS TYPE OF HORIZONTAL FORMAT. WE RECOMMEND NOT USING PHOTOS BECAUSE THEY LOSE CLARITY WHEN EXPANDED.**

RESOLUTION OF **150 dpi @ FULL SIZE**

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