



10' 6" x 36'

4" bleed for wrap
← actual visual trim

visible image size: 10' 6" x 36'

bleed size: 11' 2" x 36' 8"

mechanical scale: 1/2" = 1' or 1/4" = 1'

mechanical size: 5.25" x 18" or 2.625" x 9"



10' x 40'

4" bleed for wrap
← actual visual trim

visible image size: 10' x 40'

bleed size: 10' 8" x 40' 8"

mechanical scale: 1/2" = 1' or 1/4" = 1'

mechanical size: 5" x 20" or 2.5" x 10"



12' x 36'

4" bleed for wrap
← actual visual trim

visible image size: 12' x 36'

bleed size: 12' 8" x 36' 8"

mechanical scale: 1/2" = 1' or 1/4" = 1'

mechanical size: 6" x 18" or 3" x 9"

image resolution:

1/2"-scale mechanicals: We recommend at least 300 dpi.

1/4"-scale mechanicals: We recommend at least 600 dpi.

pocket sizes:

Between 3" - 6" (Our preference is 4".)

bleeds:

Bleed should at least exceed the size of the face by 4" (inches).

(Add 1/4" bleed to 1/2"-scale mechanicals; 1/8" bleed for 1/4"-scale.)

shipping address:

Interstate Outdoor Advertising, LP

1400 North 2nd Street • Philadelphia, PA 19122

Contact: Kimberly Scharle • 856.667.6620