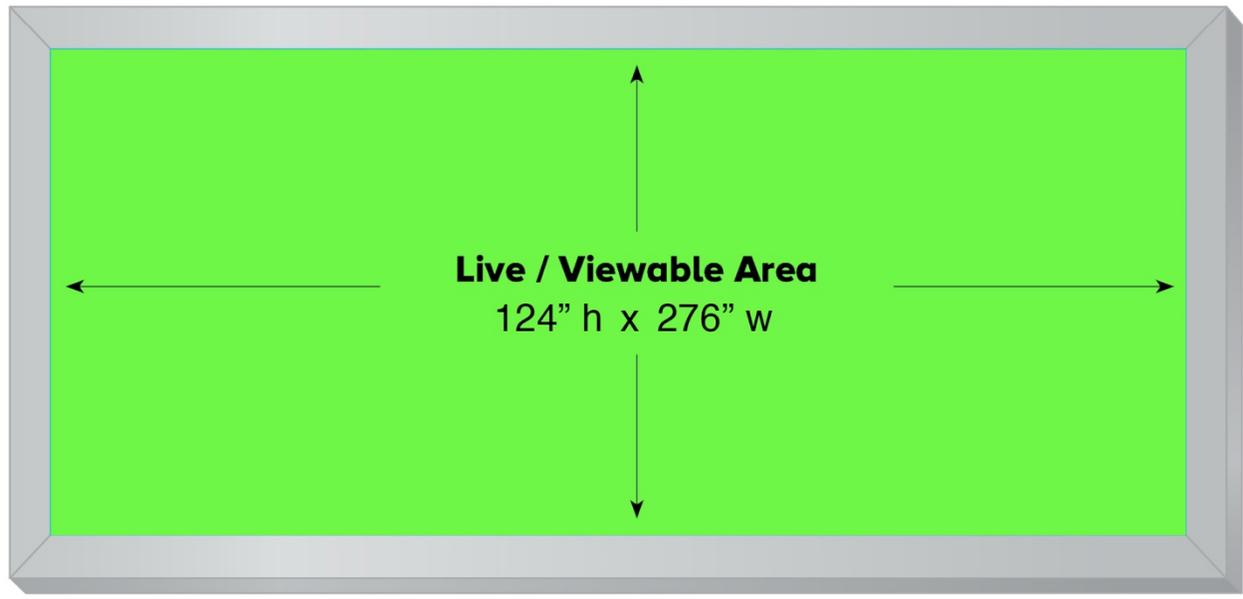




Poster Design & Print Spec Sheet



The full dimensions of our Posters are 10'4" x 23' (or 124" x 276"). They DO NOT contain any bleed areas or pockets. The entire canvas is live.

We only accept and install Posters printed on PE or 7oz Vinyl. Poster edges should be double hemmed to accommodate our spring installation system.

Scale for Art Preparation:

1" = 1' Minimum 300 DPI

1/2" = 1' Minimum 600 DPI

Accepted Digital File Types:

PDF, PSD, AI, EPS, TIFF, PNG or JPEG. We do not accept PPT or PUB files.

If you're submitting a finished design as a layered .PSD or .AI file, please convert all Text to outline or include the font file(s) separately with your submission.

When sending Logo files, please try to send as Vector images (EPS, SVG, or AI) to avoid potential pixelation when enlarged and printed.

If precise brand color matching is required, please provide the color HEX code(s) or media kit with your submission. Please remember, if you're working in the **RGB** color space, the colors may appear different when printed. Files should be saved in **CMYK** color space for accurate printed results.

Photoshop Templates are available if you are designing your own creative. We also have a list of best design practices on our website.

Lead Time: Print ready art should be delivered to Highway Displays at least **10 business days** prior to the scheduled installation date. Clients who supply finished materials should ensure that prints are received by Highway Displays no less than **5 business days** prior to installation date.

All questions and art files can be sent to evan@highwaydisplays.com. If your digital files are too large to email (>10 MB), we encourage you to use a cloud service like Dropbox, WeTransfer, or Google Drive to send us a verified download link.