

10' 0" (h) x 30' 0" (w) BULLETIN SPEC SHEET

PANEL 60228 | ALLENTOWN

Updated 7/2026

Live (visible) area: 10' 0" (h) x 30' 0" (w) , Finished size: 11' 0" (h) x 31' 0" (w)

If you prefer to download a template in .PDF or .TIFF format, go to: [LamarGraphics.com](https://www.lamargraphics.com) > Templates > Print Templates.

ART SPECIFICATIONS

Lamar Bulletins are set up 1/2" = 1' scale @ 300ppi document resolution. This equates to about 12.5 pixels per linear inch on the final product. Set up your design file to the dimensions below:

Live area document size: 5" (h) x 15" (w)

Overall area document size: 5.5" (h) x 15.5" (w)

The live area represents the face of the panel. This is where all important text and images should appear. Keep all critical elements away from the edge.

The overall area includes necessary bleed (0.5") and will be used to wrap around the panel. Fill the overall area with the same color as your background for best results.

ACCEPTED FILE TYPES

Compatible Software:

Adobe Photoshop, Illustrator, or InDesign.*

Acceptable Formats:

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

**Embed images and fonts when applicable or convert fonts to outlines.*

SHIPPING INFORMATION

Materials are due 10 days prior to start date.

Shipping Address:

Lamar Advertising
Attn: Posting Department
7350 William Avenue
Allentown, PA 18106

PRODUCTION FACILITY SPECIFICATIONS

The vinyl size should include 6" (physical size) of bleed on all 4 sides making the overall size of the vinyl 1' larger in both height and width.

Lamar requires a 3" minimum mechanical pocket on the back of the vinyl for installation. This does not change the overall size of the vinyl.

MATERIAL, SUBSTRATE, INKS & WARRANTIES

Material/Substrate:

7 ounce PVC Vinyl Flex

Up to 2 years posting

Minimum Warranty:

One year warranty protects against ink fade, ink adhesion, and failure of material or pockets. *Note: 12 ounce material is not preferred, but will be accepted at this time.*

Inks:

Inks must be weatherproof/waterproof with sufficient UV protection to meet the warranty term associated with the aforementioned product line, specifications or the substrate manufacturer.