

STATIC POSTER SPEC SHEET

PANEL 20089 | PHILADELPHIA - READING

Updated 10/2026

Live (visible) area: 10'5" (h) x 22'8" (w), Finished size: 10'6.5" (h) x 22'9.5" (w)

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

ART SPECIFICATIONS

Lamar Posters are set up 1" = 1' scale @ 216ppi document resolution. This equates to about 18 pixels per linear inch on the final product. Set up your design file to the dimensions below:

Live area document size: 10.42" (h) x 22.66" (w)

Overall area document size: 10.644" (h) x 22.894" (w)

The live area represents the face of the panel. This is where all important text and images should appear. Keep all critical elements at least 0.5" away from the edges of the live area (equals 6" actual size).

The overall area includes necessary bleed to accommodate the gripper bars and tuck into the poster frame. 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
600 E. Neversink Rd
Reading, PA 19606

PRODUCTION FACILITY SPECIFICATIONS

The poster size should include 3/4" (physical size) of bleed on all 4 sides making the overall size of the poster 1.5" larger in both height and width.

Overall poster 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.

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

MATERIAL, SUBSTRATE, INKS & WARRANTIES

Material/Substrate - Lamar Poster Flex:

Weight: 2.9 oz./sqyd

Warranty: 60 days

Material/Substrate - PVC Vinyl Flex:

Weight: 7 oz./sqyd

Warranty: Up to 2 years posting

Minimum Warranty:

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

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.