

STATIC JR. POSTER (RETRO) SPEC SHEET

PANEL 1594 | HARRISBURG

Updated 5/2025

Live (visible) area: 5' (h) x 11' (w), Finished size: 5'2" (h) x 11'2" (w)

The following specifications can be used when creating a production file for Lamar's static Jr. Poster (retro) inventory.

ART SPECIFICATIONS

Lamar Jr. Posters are set up 1" = 1' scale @ 300ppi document resolution. This equates to about 25 pixels per linear inch on the final product. Set up your design file to the dimensions below:

Live area document size: 5.00" (h) x 11.00" (w)

Overall area document size: 5.16" (h) x 11.16" (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 to accommodate the gripper bars and tuck into the junior 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
308 South Tenth St
Lemoyne, PA 17043

PRODUCTION FACILITY SPECIFICATIONS

The vinyl size should include 1" (physical size) of bleed on all 4 sides making the overall size of the vinyl 2" 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 - Polyethylene

Recommended: Ecoflexx 3.0

Material/Substrate - Vinyl

Recommended: Lightweight PVC

Minimum Warranty:

One year 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