



Outdoor Advertising Association of America

OOH Print Production Specifications Cheat Sheet

	Product	Live Area (HxW)	Finished Area (Printed Area)	Target Resolution	Scale	Mechanical Size	Resolution (in mechanical)
Bulletins:	Bulletin Wrap 14' x 48'	14' x 48'	15' x 49'	18-20	1" = 1"	15" x 49"	216-240 ppi
	Bulletin Wrap 10.5' x 36'	10.5' x 36'	11.5 x 37'	18-20	1" = 1"	11.5" x 37"	216-240 ppi
	Bulletin Wrap 12' x 25'	12' x 25'	13' x 26'	18-20	1" = 1'	13" x 26"	216-240 ppi
	Bulletin Wrap 20' x 60'	20' x 60'	21' x 61'	18-20	1/2" = 1"	10.5" x 30.5"	432-480 ppi

Note: Bulletin wraps generally require 6" of bleed around all four sides making the Finished Area one foot greater than the Live Area all around.

	Product	Live Area & Finished Area Equal (H x W)	Target Resolution	Scale	Mechanical Size	Resolution (in mechanical)
Posters:	Single Sheet PE Posters (Eco-Posters, 30-Sheet Paper)	10'5" x 22'8" (125" x 272")	18-20	1/10	12.5" x 27.2"	180-200
Transit:	Bus King	30" x 144"	80-100	1/4	7.5" x 36"	320-400
	Bus Queen	30" x 88"	80-100	1/2	15" x 44"	160-200
	Rail 2-sheet	46" x 60"	80-100	1/2	23" x 30"	160-200
	Urban Panel	30" x 60"	80-100	1/2	15" x 30"	160-200
	Transit Shelter	68.5" x 47.5"	80-100	1/2	34.25" x 23.75"	160-200
Airports/Malls Other	Airport Diorama	43" x 62"	80-100	1/2	21.5" x 31"	160-200
	Mall Diorama	40" x 50"	80-100	1/2	20" x 55"	160-200
	Taxi Top	14" x 48"	80-100	1/2	7" x 24"	160-200
	Mobile Billboard	10' x 22'	80-100	1"=1"	10" x 22"	960-1200
Digital:	Bulletin	14' x 48', 10.5' x 36'	-----		400px x 1400px	-----
	Posters	11' x 23'	-----		400px x 840px	-----