

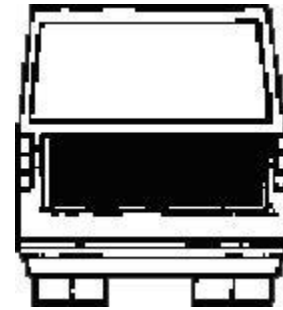
Tail light Bus Display Posters (Bus Rears)

Taillight displays are exterior units appearing at the rear of the bus, usually under the windows. Copy is inserted in an aluminum frame attached to the rear of the bus, or printed on self-adhesive, pressure-sensitive vinyl which is affixed directly to the back of the bus.

Specifications

Typical sizes include:

Overall Size:	Copy Area:
17 1/2" H x 50" W	16 1/2" H x 48" W
21" H x 72" W	17" H x 69" W
21" H x 70" W	17" H x 66" W
21" H x 68" W	17" H x 64" W



Production

Printing

Lithography or screen printed or digital.

Stock

For buses requiring direct application vinyl, Fasson Transit Vinyl or Fasson Transit Vinyl II, FLEXcon BUSmark, or 3M Controltac film must be used. For framed buses, Styrene (0.040); corrugated plastic board (5mm); Meadboard, waterproofed both sides; vinyl, mounted on corrugated plastic board or Meadboard; or 70 lb wet strength paper mounted on corrugated plastic board or Meadboard. Upper corners must be diagonal-cut 2".

Inks

Weatherproof/waterproof vinyl inks, including UV inks.

Mechanicals

Mechanicals should be scaled 1/4" to 1". Digital output resolution 300 dpi.

Sections

Printed in one section.

Overage

Copy printed on waterproofed board or mounted wet strength paper must be replaced every four weeks, so 15 percent over the number of posters indicated for the program is required for each four week period. For a posting period of 90 days or longer, vinyl must be used.

Source: OAAA Outdoor Advertising Association of America