

Super King-Size Bus Posters (Super Kings)

The super king size bus poster is an exterior display appearing on the street side of a bus. Copy is printed on self-adhesive, pressure-sensitive vinyl and affixed directly to the side of the bus.

Specifications

- Overall Size: 30" H x 240" W
- Copy Area: 28" H x 238" W



Production

Printing

Lithography or screen printed or digital. Copy bleeds on all sides.

Stock

Fasson Transit Vinyl or Fasson Transit Vinyl II, FLEXcon BUSmark, or 3M Controltac film must be used.

Inks

Weatherproof/waterproof vinyl inks, including UV inks.

Mechanicals

Mechanicals should be scaled 1/8" to 1". Digital output resolution 300 dpi.

Sections

Commonly produced in four sections. The printed area of each section is 60" wide. Sections overlap 1/2", left on right, so section 1 is 30" x 60" and sections 2,3 and 4 are 30" x 60 1/2" including overlap area. To avoid splitting copy or illustration, uneven widths are also acceptable.

Overage

Fifteen percent over the number of posters indicated for the program is required for every 16 week period.

Source: OAAA Outdoor Advertising Association of America