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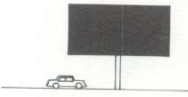
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**OUT-OF-HOME MEDIA SIZE SPECIFICATIONS**

POSTERS	STRUCTURE SIZE	COPY/VIEWING AREA
30-Sheet (Non-Bleed)	12'3" x 24'6"	9'7" x 21'7"
30-Sheet Bleed	12'3" x 24'6"	10'5" x 22'8"
Eight-Sheet	6'2" x 12'2"	5' x 11'
<b>BULLETINS</b>		
Rotary or Permanent - Standard	14' x 48'	14' x 48'
	10' x 40'	10' x 40'
Super Bulletins	20' x 60'	20' x 60'
Other	10' x 36'	10' x 36'
	10' x 40'	10' x 40'
	(among other varied sizes)	
Backlights	Bulletin size	14' x 48'
	Poster sizes	10' x 24'
	Poster sizes	10' x 30'
	Eight-Sheet	5'4" x 11'4"
Painted Walls		5' x 11'
		(varied sizes)
<b>TRANSIT/RAIL</b>		
Interior — Car Cards (Bus/Subway)	10 <sup>7</sup> / <sub>8</sub> " x 28"	9 <sup>7</sup> / <sub>8</sub> " x 27"
Car Cards (Bus/Subway)	22" x 21"	20 <sup>3</sup> / <sub>8</sub> " x 19 <sup>3</sup> / <sub>8</sub> "
Car Cards (Bus/Subway)	10 <sup>7</sup> / <sub>8</sub> " x 42"	9 <sup>7</sup> / <sub>8</sub> " x 41"
Car Cards (Bus/Subway)	10 <sup>7</sup> / <sub>8</sub> " x 56"	9 <sup>7</sup> / <sub>8</sub> " x 55"
Car Cards (Bus/Subway)	11" x 14"	10" x 13"
Car Cards (Bus/Subway)	16" x 39"	15" x 38"
Car Cards (Bus/Subway)	16" x 44"	15" x 43"
Car Cards (Commuter Rail)	22" x 21"	21" x 19 <sup>7</sup> / <sub>8</sub> "
Car Cards (Commuter Rail)	33" x 21"	32" x 20"
Exterior (Bus)		
Super King-Size	30" x 240"	30" x 240"
King-Size	30" x 144"	27" x 141"
Queen-Size	30" x 88"	27" x 85"
	30" x 108"	27" x 105"
Headlight Displays	21" x 44"	19 <sup>1</sup> / <sub>2</sub> " x 41"
Taillight Displays	21" x 72"	19 <sup>1</sup> / <sub>2</sub> " x 68"
Hightail Displays	15 <sup>1</sup> / <sub>2</sub> " x 63"	15 <sup>1</sup> / <sub>2</sub> " x 63"
Rear (Top)	14" x 60"	14" x 60"
Rear (Bottom)	17 <sup>1</sup> / <sub>2</sub> " x 50"	17 <sup>1</sup> / <sub>2</sub> " x 50"
Platforms		
Urban Rail (Subway)	29 <sup>1</sup> / <sub>8</sub> " x 59 <sup>1</sup> / <sub>8</sub> "	27" x 57"
One-Sheet (Subway & Commuter Rail)	30" x 46"	28" x 44"
Two-Sheet (Subway & Commuter Rail)	46" x 60"	44" x 58"
Three-Sheet (Commuter Rail)	42" x 84"	40" x 82"
Clocks (Subway & Suburban Rail)	21 <sup>1</sup> / <sub>2</sub> " x 46 <sup>1</sup> / <sub>2</sub> "	20" x 45"
Clocks (Directional)	14 <sup>1</sup> / <sub>2</sub> " x 30 <sup>1</sup> / <sub>2</sub> "	14 <sup>1</sup> / <sub>2</sub> " x 30 <sup>1</sup> / <sub>2</sub> "
Taxicab (Top)	14" x 48"	14" x 48"
Taxicab (Trunk)	13" x 49"	13" x 49"
<b>AIRPORT &amp; COMMUTER TERMINALS</b>		
Diorama (Thin-Line)	43" x 62"	42" x 60"
Diorama (King-Size)	68" x 84"	65" x 81"
Diorama Carousel (3-sided)	43" x 62"	42" x 660
	(varied sizes)	
Horizontal Island Showcase	45 <sup>1</sup> / <sub>2</sub> " x 35"	45 <sup>1</sup> / <sub>2</sub> " x 35"
Cylindrical Island Unit (size can vary)	33" x 45" x 33"	33" x 45"
Vertical Island Showcase (4-sided)	(see Transit—Station Posters)	
1, 2 & 3-Sheet Posters	68 <sup>1</sup> / <sub>2</sub> " x 47 <sup>1</sup> / <sub>2</sub> "	67" x 46"
<b>BUS SHELTER DISPLAYS</b>		
<b>SHOPPING MALL DISPLAYS</b>		
<b>TELEPHONE KIOSKS</b>		
<b>IN-STORE DISPLAYS</b>		
Aisle Size A	30 <sup>1</sup> / <sub>2</sub> " x 20 <sup>1</sup> / <sub>4</sub> "	28" x 18"
Aisle Size B	35" x 18"	33" x 16"
Cart Cards D	10" x 7 <sup>3</sup> / <sub>4</sub> "	8 <sup>3</sup> / <sub>4</sub> " x 6 <sup>3</sup> / <sub>4</sub> "
Cart Cards E	8 <sup>1</sup> / <sub>2</sub> " x 5 <sup>1</sup> / <sub>8</sub> "	7 <sup>1</sup> / <sub>2</sub> " x 4 <sup>1</sup> / <sub>8</sub> "
<b>IN-STORE CLOCKS</b>	22" x 84"	20" x 60"
<b>TRUCK DISPLAYS</b>	Sides	
	7' x 15'6"	Same
	Up To	
	7' x 40'	Same
	Backs and other portions vary.	

**NOTE:** All sizes shown in the table are listed with the height (top to bottom) dimension first, followed by the width (side-to-side) dimension. Sizes may vary from market to market and/or seller to seller.

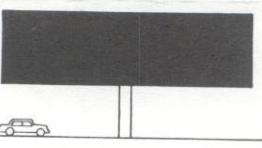
30-SHEET POSTER & BACKLIGHTS



EIGHT SHEET POSTER & BACKLIGHTS



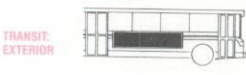
BULLETIN & SUPER BULLETIN



SUPER KING-SIZE



KING-SIZE



QUEEN-SIZE



HEADLIGHT, TAILLIGHT, HIGHTAIL AND REAR DISPLAYS



PAINTED WALLS



TELEPHONE KIOSKS



TRUCK DISPLAY



TAXI-TOPS



INTERIOR SUBWAY AND BUS CARS



TRANSIT/RAIL PLATFORM



TRANSIT/RAIL PLATFORM



AIRPORTS & BUS TERMINAL DISPLAYS



TRANSIT CLOCK PLATFORM



BUS SHELTER DISPLAY



SHOPPING MALL DISPLAY



IN-STORE CLOCKS, CARTS & AISLE DISPLAYS

