STATIC POSTER REFERENCE SHEET

LOCATION: NORTH & SOUTH FACES

UPDATED 6/1/2025

Poster Bulletins remain in high density locations for maximum advantage. They build familiarity with your brand, so customers will think of you when making purchasing decisions. With our Poster Bulletin package, your ad remains at one fixed location throughout the duration of your campaign (usually one to 12 months).

Traffic Data:
42,000+ vehicles per day on 15th Ave W.
(Northbound & Southbound)

Bulletin Size*

8'H x 32'W

**Two faces available*

42k+ / day



NORTHBOUND



SOUTHBOUND

ZTUDIO

ZTUDIO ADVERTISING | Z-TUD.IO

Contact: Zach (206) 851-1855 zach@z-tud.io

STATIC POSTER SPEC SHEET

DESIGN & FINISHING SPECIFICATIONS

UPDATED 6/1/2025

The following specifications can be used when creating a production file for:
Ztudio's static Poster inventory.

PRODUCTION RESOLUTION

Ztudio Posters are set up 1/2" = 1' scale @ 300ppi document resolution. This equates to about 12.5 pixels per linear inch on the final product.

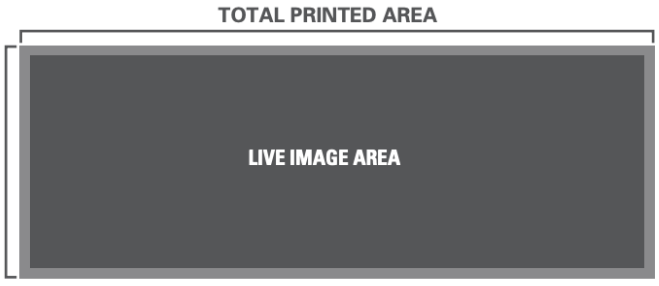
MECHANICAL SPECIFICATIONS

Hold your design to the dimensions of the structure. The structure size represents the actual image area of the billboard.

Bleed your background by 6" on all four sides. This makes the overall vinyl size 1' larger than the image area in both height and width.

The production facility should make 3" pockets on the back of the vinyl for installation. This does not change the overall size of the vinyl.

Use the illustration below as an example:



LIVE IMAGE AREA

TOTAL PRINTED AREA INCLUDES A 6" BLEED PRINTED ON ALL FOUR SIDES

MATERIAL, SUBSTRATE, INKS & WARRANTIES

Material/Substrate:
Ecoflexx 3.0
1 year or less posting
Sizes up to & including 8x32

Material/Substrate:
7 ounce PVC Vinyl Flex
Up to 2 years posting
Sizes over 8x32

Minimum Warranty:
1 year against ink fade, ink peeling, and failure of material or pockets. Note: 12 ounce material is not preferred, but will be accepted at this time.

Inks:
Inks must be weatherproof/waterproof with sufficient UV protection and in compliance with product bulletin, bulletin specifications or substrate manufacturer.

DESIGN SPECIFICATIONS

Compatible Software:
Adobe Photoshop, Illustrator, or InDesign.*

Acceptable Formats:
Native formats from the software listed above or .PDF, .TIFF, or .EPS.

**Embed fonts when applicable*

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STATIC POSTER PRICING SHEET

PRICING & DURATION

UPDATED 6//1/2025

The following pricing applies for: Ztudio's static Poster inventory. Subject to change without prior notice.

PRICING

- $1225 per side @ 12 month or more lease agreement
- $1380 per side @ 9 month or more lease agreement
- $1495 per side @ 6 month or more lease agreement
- $1775 per side @ 3 month or more lease agreement
- $1950 per side @ 30 day or less lease agreement

Prices and lease agreement are negotiable. Subject to terms and conditions.

PRODUCTION & DESIGN SERVICES

- Average printing and installation cost ranges from $1800 to $2800 per side depending on graphics complexity. Includes fixed cost of installation per unit.
- Design support available at $175 per hour with a two (2) hour minimum.

Subject to terms and conditions.

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