

Full Color Banners

Banner Art Guidelines: To get the best quality imprint for your banner, artwork should be provided as follows:

- Raster Type Images: Common file types include .jpg, .tiff, .psd, gif, .png - must be provided scaled to actual size that you want printed at 72 dpi or higher for best output results.

- Vector Type Images: Common file types include .cdr, .eps, .ai - all fonts converted to curves or outlines.

- Please see our Artwork and Logo Submission Information for more details based on the program you are working in. Please note: low quality scanned images (such as business cards) or images copied from the internet are not considered camera ready artwork and will incur an additional artwork charge.

Letter Visibility On Banners: To get the most visibility out of your banner advertising, follow the guidelines below.

Letter Height:Distance for Maximum Impact:

Readable Distance

3 inches

30 feet

100 feet

4 inches

40 feet

150 feet

6 inches

60 feet

200 feet

8 inches

80 feet

350 feet

10 inches

100 feet

450 feet

12 inches

120 feet

525 feet

15 inches

150 feet

630 feet

18 inches

180 feet

750 feet

24 inches

240 feet

1000 feet

30 inches

300 feet

1250 feet

36 inches

360 feet

1500 feet

42 inches

420 feet

1750 feet

48 inches

480 feet

2000 feet

54 inches

540 feet

2250 feet

60 inches

600 feet

3500 feet

Common Banner Sizes:

- 2 by 4 Foot
- 2 by 5 Foot (Most Popular)

- 2 by 6 Foot
- 3 by 5 Foot

- 3 by 6 Foot (Most Popular)

- 3 by 8 Foot (Most Popular)

- 4 by 4 Foot
- 4 by 6 Foot
- 4 by 8 Foot (Most Popular)

- 4 by 10 Foot

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