

Standard OOH Media Formats

Standard Printed OOH Formats		
Roadside Vehicular	Pedestrian	
20'h X 60'w Large Bulletin	16'h X 14'w Mall Vertical Double Sided SkyBanner	67" h X 119" w Newsstand backlit Panel
14'h X 48'w Standard Bulletin	8'h X 14'w Mall Horizontal Double Sided SkyBanner	46" h X 60" w Rail 2-sheet Panel
10'6" h X 36" w Junior Bulletin	67" h X 46" w Airport Vertical Backlit Panel	46" h X 30" w Rail 1-sheet Panel
10'5" h X 22'8" w Mobile Billboard Poster	Bus Shelter Vertical Backlit Panel	30" h X 144" w Bus King Panel
Standard Poster	Mall Vertical Standard Backlit Directory	30" h X 88" w Bus Queen Panel
5'h X 11'w Junior Poster	Rail Vertical Backlit Panel	24" h X 72" w Bus Bench Panel
Rail Junior Poster	60" h X 30" w Street Banner on pole	21" h X 22" w Rail Card
Variable Sized	50" h X 40" w Mall Vertical Medium Backlit Directory	14" h X 48" w Taxi Top Backlit Panel
Mall Spectacular Panel	30h" X 60" w Horizontal Urban Backlit Panel	11" h x 46" w Bus Rack Large Card
Wall Mural	41" h X 120" w Airport Diorama Extra Large Backlit Panel	Rail Rack Large Card
	Rail Diorama Extra Large Backlit Panel	11" h X 28" w Bus Rack Standard Card
	41" h X 60" w Airport Diorama Large Backlit Panel	Rail Rack Standard Card
	Rail Diorama Large Backlit Panel	
	41" h X 41" w Airport Diorama Standard Backlit Panel	
	Rail Diorama Standard Backlit Panel	

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Standard Digital OOH Formats	Common Digital Interactive Capabilities
Digital Displays	
1800 x 600 Pixel Ratio/3:1 Aspect Ratio Digital Large Bulletin	Digital Static
1400 x 400 Pixel Ratio/7:2 Aspect Ratio Digital Standard Bulletin Digital Junior Bulletin	Digital with Limited Animation Digital with Full-motion Video Digital with Full-Motion Video and Audio Digital with Interactive Touch Screen
840 x 840 Pixel Ratio/1:1 Aspect Ratio Digital Square Bulletin	Digital with Dynamic Content Activation (Triggers)
840 x 400 Pixel Ratio/21:10 Aspect Ratio Digital Standard Poster Digital Junior Poster	
Digital HD Screens	
1920 x 1080 Pixel Ratio/16:9 Aspect Ratio Digital Airport Horizontal Screen Digital Mall Horizontal Screen Digital Newsstand Horizontal Back Screen Digital Rail Horizontal Screen Digital Place-Based Horizontal Screen	
1080 x 1920 Pixel Ratio/9:16 Aspect Ratio Digital Airport Vertical Screen Digital Bus Shelter Vertical Screen Digital Mall Vertical Screen Digital Newsstand Vertical Side Screen Digital Rail Vertical Screen Digital Place-Based Vertical Screen	