

FOR BACK SIDE  
OF BANNER  
ART MUST BE  
ROTATED 180°

## LITERATURE STAND

### DOUBLE SIDED POSTER- 17" x 100" (will be folded in half)

Total Graphic Area: 17" x 50" (x2)

Total Safe Area: 17" x 47" (x2)

DO NOT design any elements (text, Logos, etc.) within 1.5" from top or bottom. These areas will form one of the pole pockets once the banner is folded in half and sewn together.

The center 3" will form the second pole pocket.

Back side of display must be rotated 180 degrees.

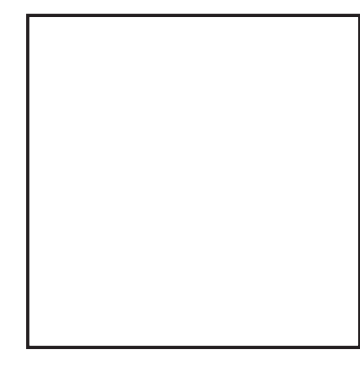
## FILE FORMATS

### .JPG or .PDF

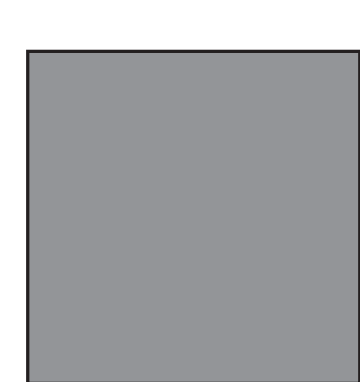
(.ai, .psd, .eps,.tiff)

## ART GUIDELINES

- Files must be CMYK
- All Fonts must be created to Outlines or Supplied with your artwork
- Embed all images and support files
- Resolution must be 150 ppi at full size
- Please view your artwork at full size
- Background color / Image must extend to the edge of the artboard
- Make sure to turn off or delete all other layers on finished artwork before sending and make sure artwork is a flatten file (if using Photoshop).



Total Safe Area



Pole Pockets

— — — Stich Line

— — — Fold Line