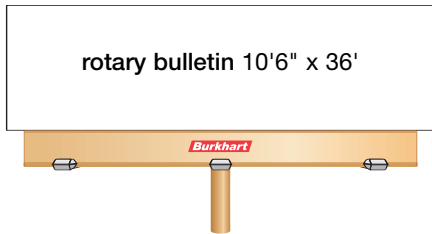


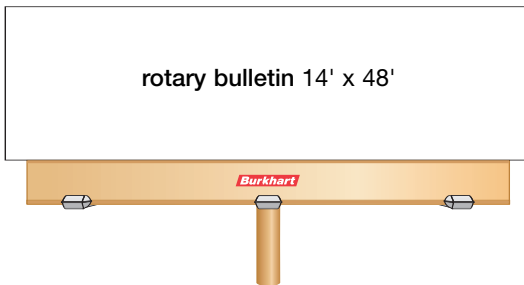
# The language of out-of-home

For more information, call your Burkhart sales manager at 800.777.8122 or 574.233.2101, or visit [www.burkhartadv.com](http://www.burkhartadv.com)

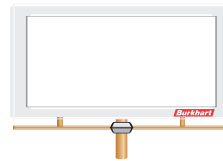
## DISPLAY OPTIONS



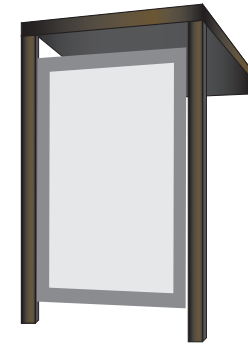
rotary bulletin 10'6" x 36'



rotary bulletin 14' x 48'



Poster panels 9'7" x 21'7" or 10'5" x 22'8"



Bus Shelter Poster 4' x 6'



Transit Advertising

**Bulletins** are large advertising signs that are located primarily on major highways, expressways and other main roadways. Bulletin sizes vary by market.

With **rotary bulletins** (14' x 48' and 10'6" x 36'), your message is moved to a different location approximately every 60 days, maximizing the number of people your message reaches.

With **permanent bulletins**, your message stays in a fixed location, ideal for reaching audiences traveling in a specific direction, traveling to or from a specific region, or who are members of a specific demographic.

**TriVision bulletins** use moving panels to display three different messages in a pre-determined sequence, attracting greater attention from your audience.

**Panels** are advertising signs located chiefly in commercial and industrial areas on primary and secondary roadways.

**Poster panels** (9'7" x 21'7" or 10'5" x 22'8") have frames.

**Premier panels** (up to 30 percent larger than poster panels) have no frames and can include extensions.

**Squares** are vertical displays of two stacked panels jointly covered with one advertising message.

**Bus shelter posters** are 4' x 6' backlit displays that can be seen by bus passengers, motorists and pedestrians.

In **transit advertising**, messages are displayed on buses and other forms of public transportation.

Full vinyl wraps cover all viewable sides of a bus: driver's side and curb side (including windows), front, rear and top.

- **Full bus sides:** approximately 9' x 19', driver's side
- **King displays:** 30" x 144", driver's side
- **Queen displays:** 30" x 72" or 30" x 108", curb side
- **Taillight displays:** 21" x 72"
- **Headlight displays:** 21" x 38"
- **Interior cards:** 11" x 28", displayed inside the bus