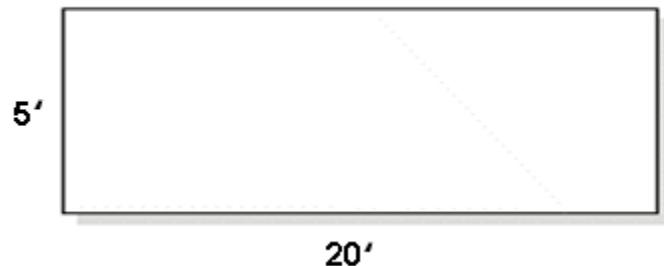


MATERIAL SPECIFICATIONS

WALKWAY BANNER



The Walkway Banner is double sided and you may choose to submit a separate creative file for each side or you may submit a single creative file to be printed on both sides.

The “A” side of the banner is visible when walking from the Grand Concourse to Lakeside Center. The “B” side of the banner is visible when walking from Lakeside Center to the Grand Concourse.

Important Note: KEEP ALL LOGOS & TEXT 5" AWAY FROM THE TOP & BOTTOM to prevent them from being in the seaming area.

We recommend simple graphics utilizing the full 5'x20' space, with two or three basic elements. Ensure your message is large enough to read and that images have sufficient resolution.

See the Freeman Graphics Artwork Guidelines linked on our Sponsorship Production [page](#) for additional information.

Submission instructions for creative files will be provided closer to the material deadline.

Questions? Contact the RSNA sponsorship team at sponsors@rsna.org.