

# Film trailers and posters

## Poster sizes

### Film posters are produced in different formats:

- ▶ One sheet: portrait 27" × 40" (686 x 1020mm) in size;
- ▶ Quad: landscape 30 by 40 inches (762 x 1020mm), more popular in the UK;
- ▶ T-Side – 3 x10 feet (0.9 x 3.05m) – placed on the side of buses.

Multiple one sheets are used on larger advertising spaces such as billboards. Posters now of course are just one aspect of a larger, more interactive multimedia campaign.

### Earlier posters as quads:



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### T-side poster:



The Lego Movie T-side poster - [Wikimedia CC](#)



Get Smart T-side Poster - [Wikimedia Public domain](#)