

Designation

POSTER TYPE	WIDTH	HEIGHT
<p>LOBBY CARD – (LC) These cards were printed in sets of eight on card stock paper for display in theater lobbies.</p>	14"	11"
<p>WINDOW CARD – (WC) Produced on heavy cardboard stock, these cards were small posters used in shop windows to advertise the upcoming or currently-playing feature film. They all had a blank white imprint area of approximately four inches at the top of the card for the theater's name and date of showing. These posters are of a size easy to frame and are attractive to collectors for that reason.</p>	14"	22"
<p>INSERT – (IN) Printed on card stock paper, these posters were used in conjunction with One Sheets to promote a film. The artwork is usually done in a mix of photographic and artwork style as opposed to the all artwork one sheet. These cards are very popular among collectors.</p>	14"	36"
<p>HALF SHEET – (H) Printed on card stock paper, the studios often printed two styles of this size, one of which would sometimes be identical to the Title Lobby Card. The images for these posters were often a photographic and artwork combination and were displayed in the lobby of the theater.</p>	22"	28"
<p>ONE SHEET – (1) This size is most recognizable as the standard movie poster and the size most popular among collectors. These posters were printed on a thin paper stock and were usually displayed in front of the theater</p>	27"	41"

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or in the lobby.		
<p>THREE SHEET – (3) Printed on a thin paper stock, these posters were normally intended to be posted outside of the larger theaters, so fewer copies were printed than smaller sized posters. Three Sheets were printed in two or three panels that would need to be aligned at the time of display.</p>	41"	79"
<p>SIX SHEET – (6) Typically printed on thin paper stock in four different panels, these posters were displayed outdoors as a small billboard. They were to be put together and aligned upon display and often featured artwork altogether different than the other posters. These posters were sent to theaters folded and were often displayed using wallpaper glue, rendering them unusable for future use. They were printed in far fewer numbers than almost any of the other posters, and far fewer of these posters have survived due to the display and use. Because of their large size, these posters are very impressive works of art.</p>	81"	81"
<p>40" X 60" – (40) Studios began printing these in the early 1930s, and they were usually rolled when sent to the theater. During the 1930s many of these posters were produced by the Hollywood Sign-Makers Union using a silk screen process, which was often done in strong, day-glow paints that resulted in very striking graphics. These craftsmen would often produce as many as ten to twenty paint screens to create these works of art.</p> <p>40" X 60" posters were printed</p>	41"	60"

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<p>in very limited numbers and few survived</p>		
<p>30" X 40" – (30) These posters, like the 40" X 60", were printed on a card stock and were normally sent rolled to the theaters. Studios began printing this size in the 1930's, often instead of a One Sheet. This was the case with Disney Studios, who printed this format from 1935 through 1937. This size gained in popularity during the 1950s since theater owners found them more durable than One Sheets and the two formats would often share the same artwork.</p>	<p>30"</p>	<p>40"</p>