

Poster Sizes

Posters have varying sizes, and many companies use them to market products, services, campaigns, events, or for aesthetic and motivational purposes. The article below details different standardized and non-standardized poster sizes to match every company's advertising needs.



Poster Sizes Standard

Small Size

Small size posters have dimensions of 11 x 17 inches, ideal for indoor and event advertisements.

Medium Size

Medium-sized posters run with the measurements of 18 x 24 inches, perfect for indoor and outdoor use, and represent the standard poster size for framing.

Large Size

Large size posters have measurements of 24 x36 inches and are a traditional choice for companies wanting to stand out.

One-Sheet Size

One-sheet size posters have dimensions measuring 27 x 40 inches that companies use for official movie posters in theaters.

Bus Stop Size

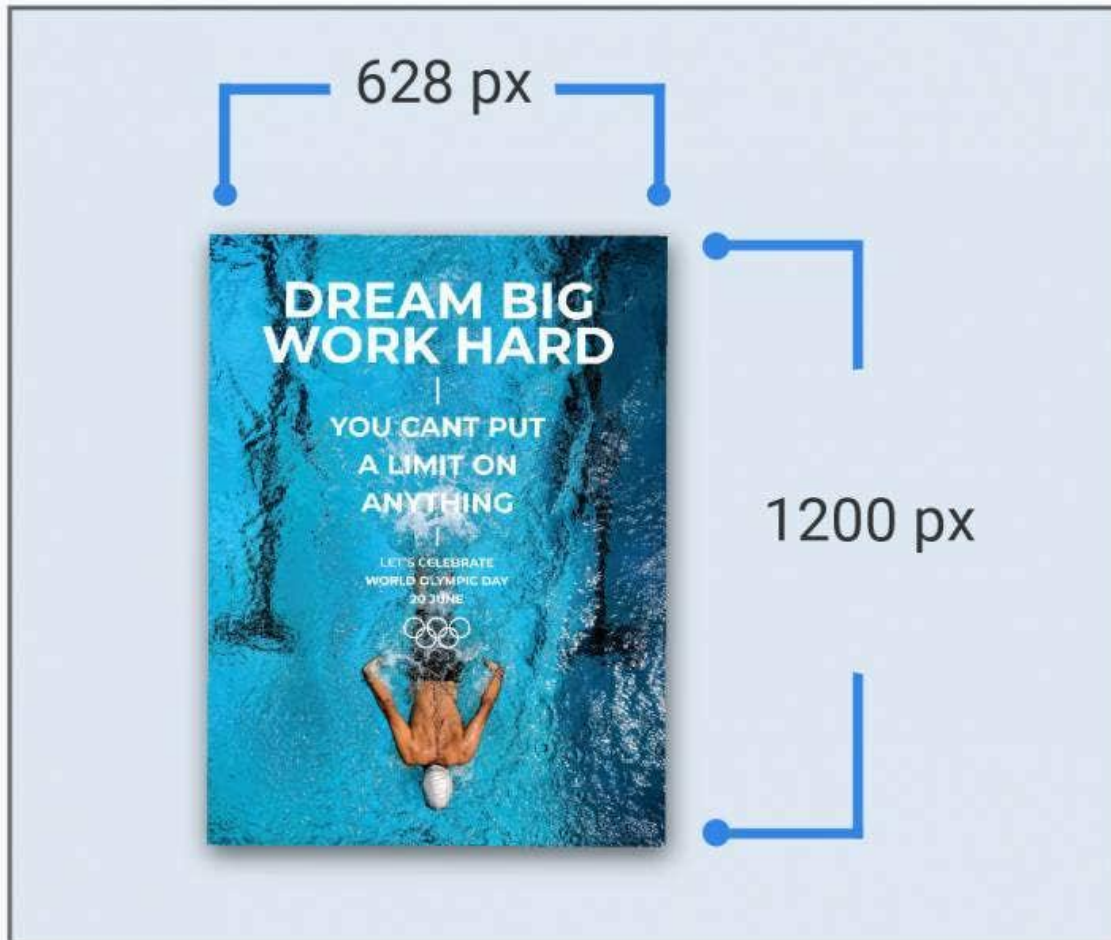
As the name suggests, these bus stop size posters are typical at bus stops with size measurements of 40 x 60 inches.

Poster Sizes for Digital – Social Media

Poster size for Facebook

Posting a poster on a Facebook news feed as an advertisement or a shared post have image constraints of 1200 x 628 pixels.

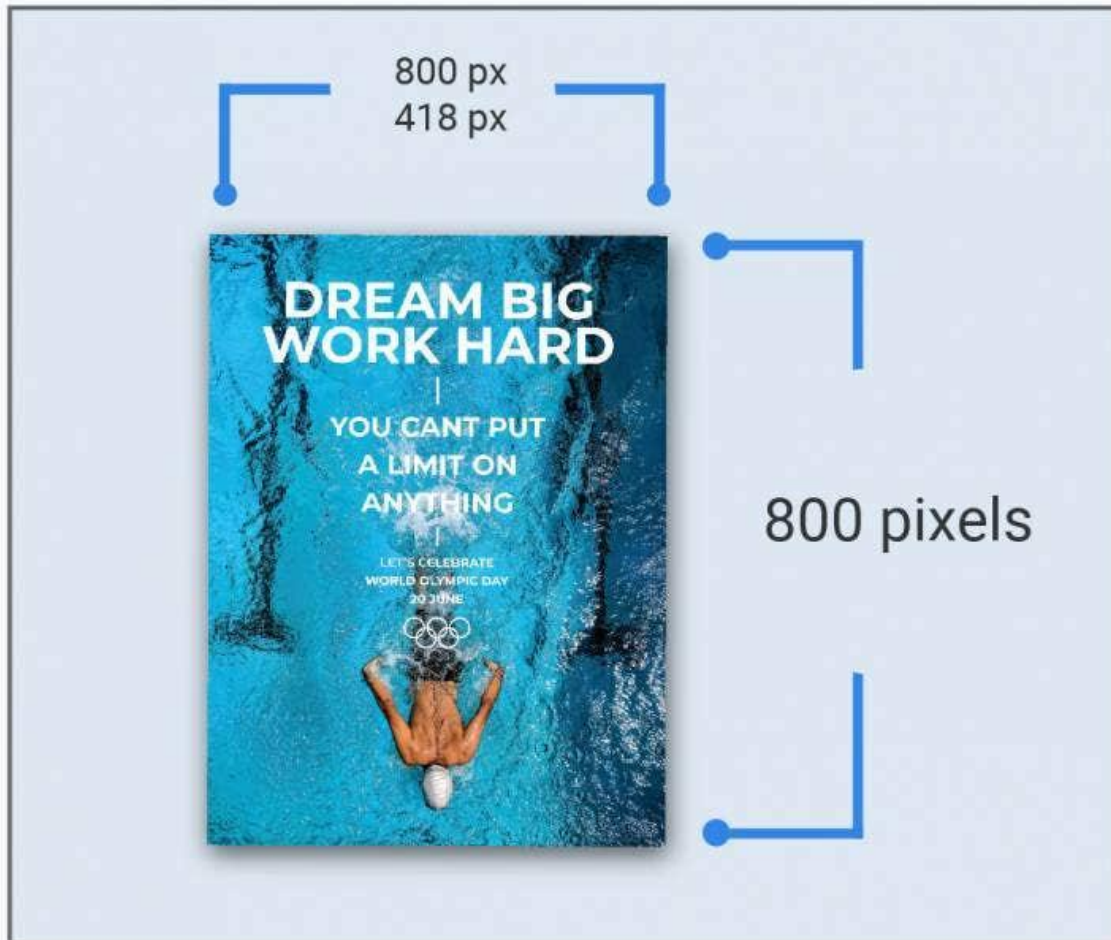
Poster size for Facebook



Poster size for Twitter

Twitter provides different sizes for image posts with 800 x 800 pixels for carousels and app card posts and 800 x 418 pixels for websites, direct messages, and conversation cards.

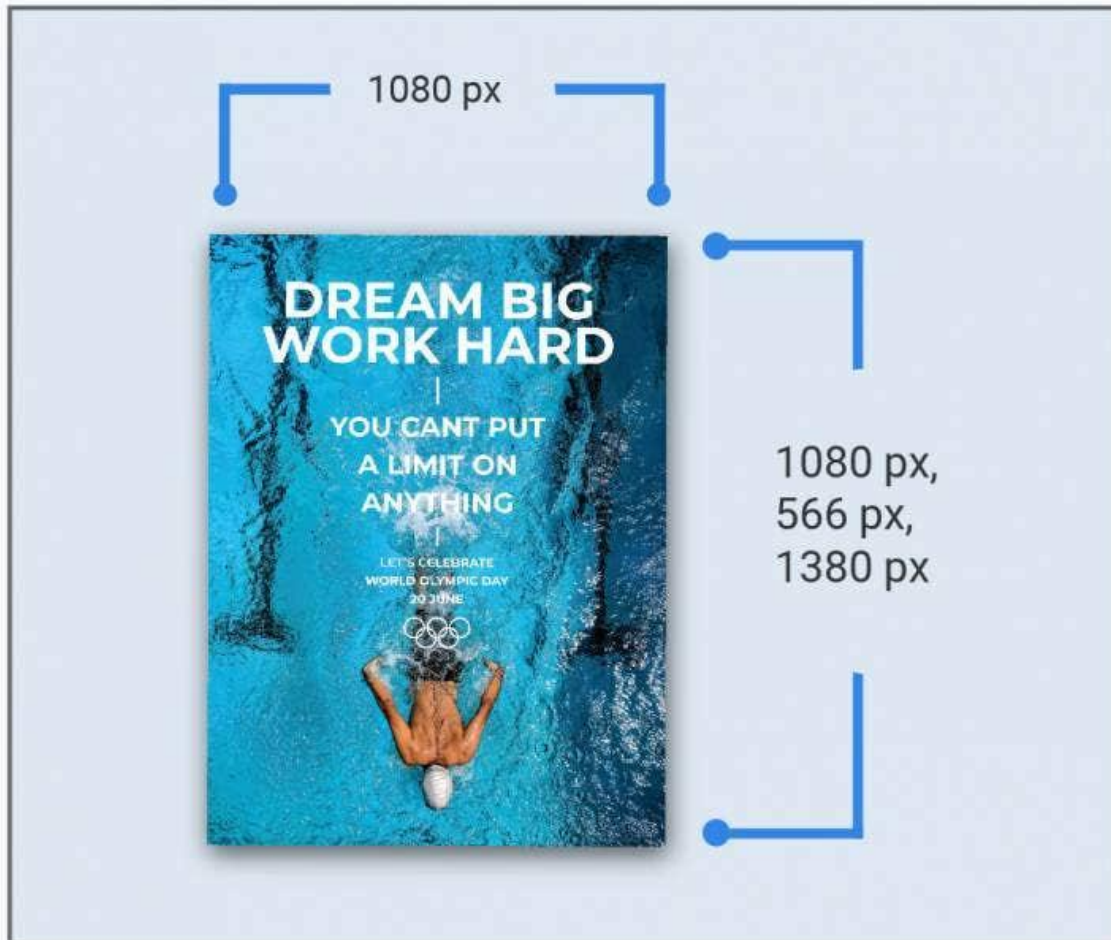
Poster size for Twitter



Poster size for Instagram

Instagram photo sizes have three standard sizes for their posts, with 1080 x 1080 pixels for square, 1080 x 566 pixels for landscape, and 1080 x 1350 pixels for portrait photos.

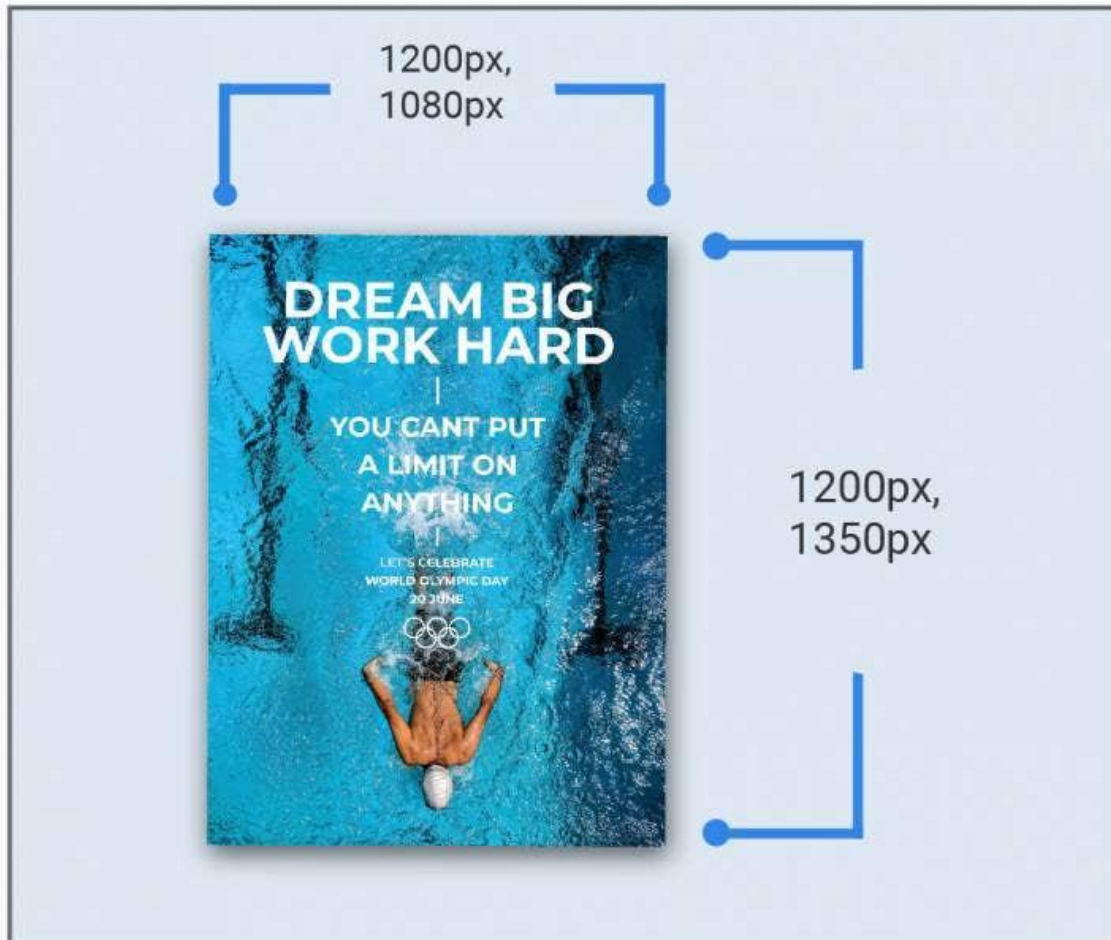
Poster size for Instagram



Poster size for LinkedIn

LinkedIn has two options for the photo sizes, 1200 x 1200 pixels for square posts and 1080 x 1350 for portrait posts.

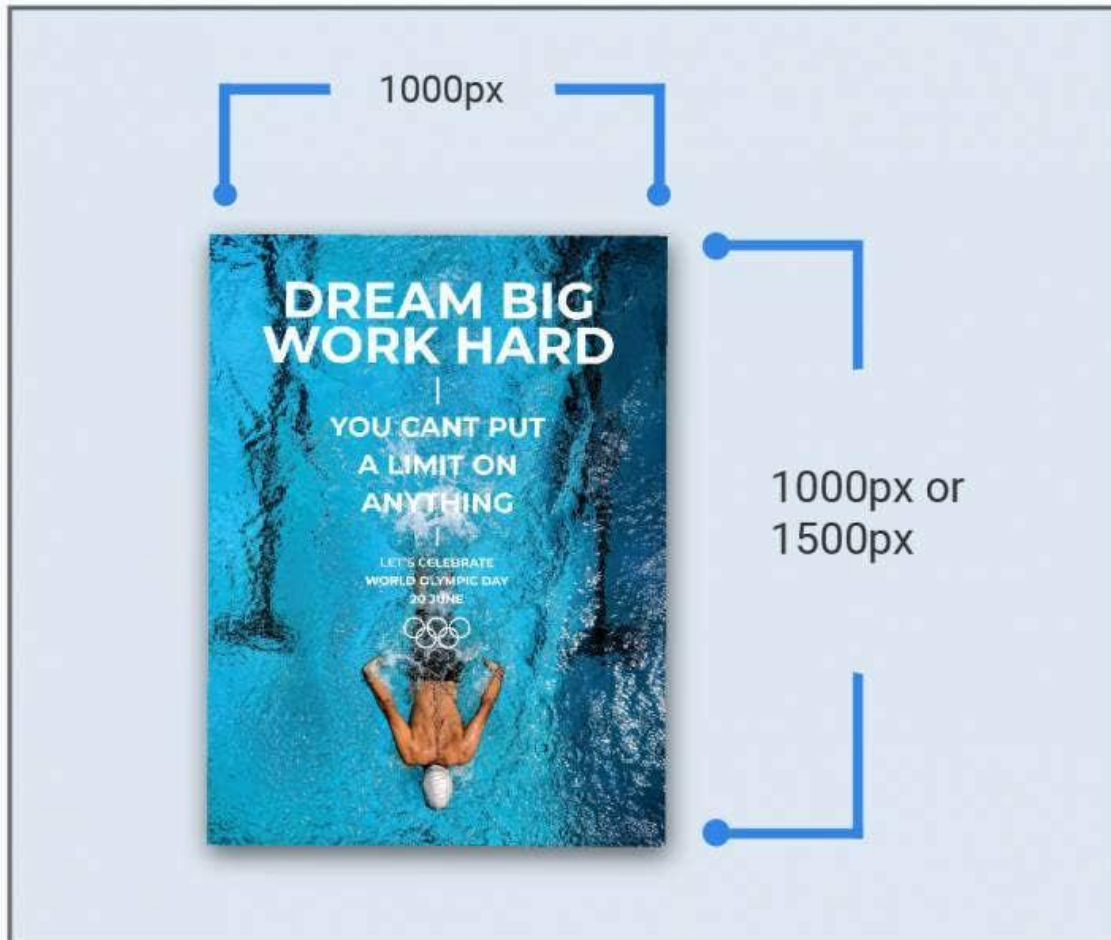
Poster size for LinkedIn



Poster size for Pinterest

Pinterest's aspect ratio for images consists of 1000 x 1000 pixels or 1000 x 1500 pixels.

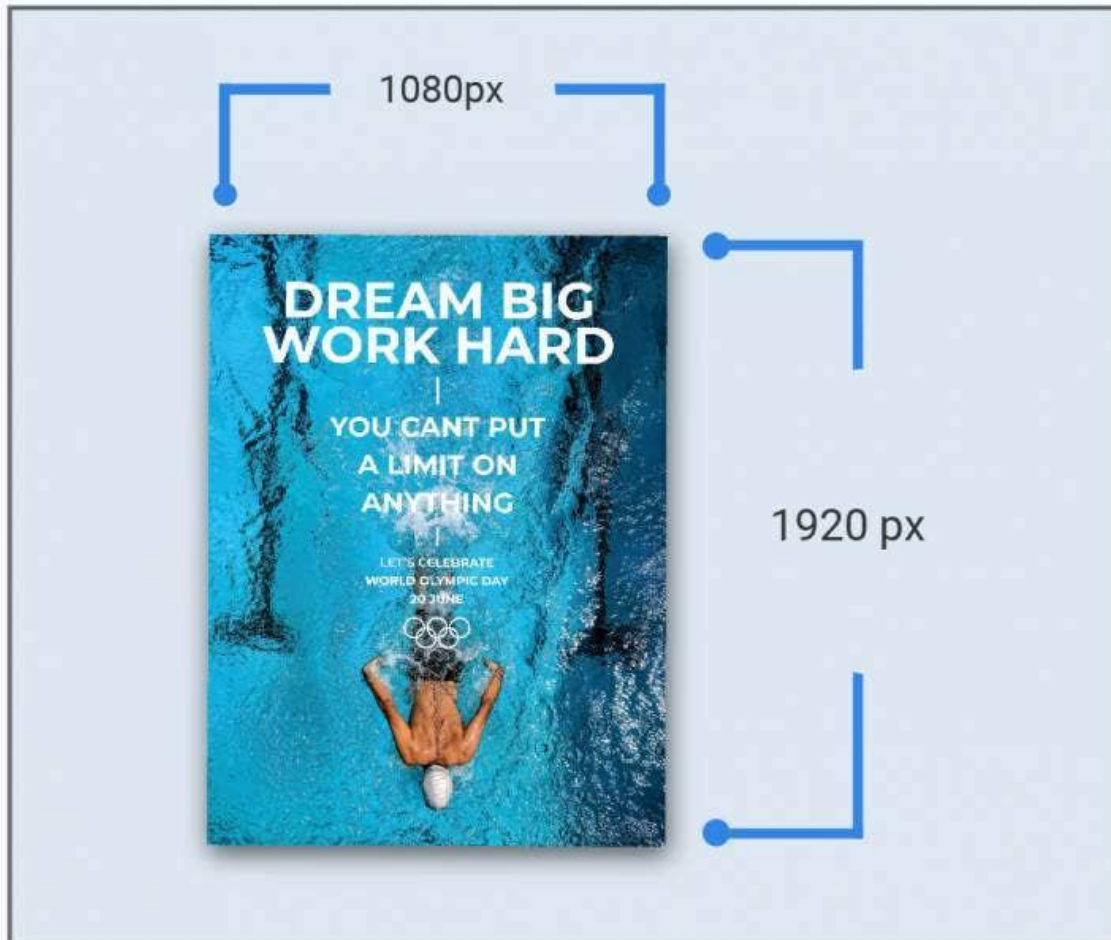
Poster size for Pinterest



Poster size for Snapchat

The Snapchat photo ratio is 1080 x 1920 pixels, and companies can utilize the measurements to their advantage.

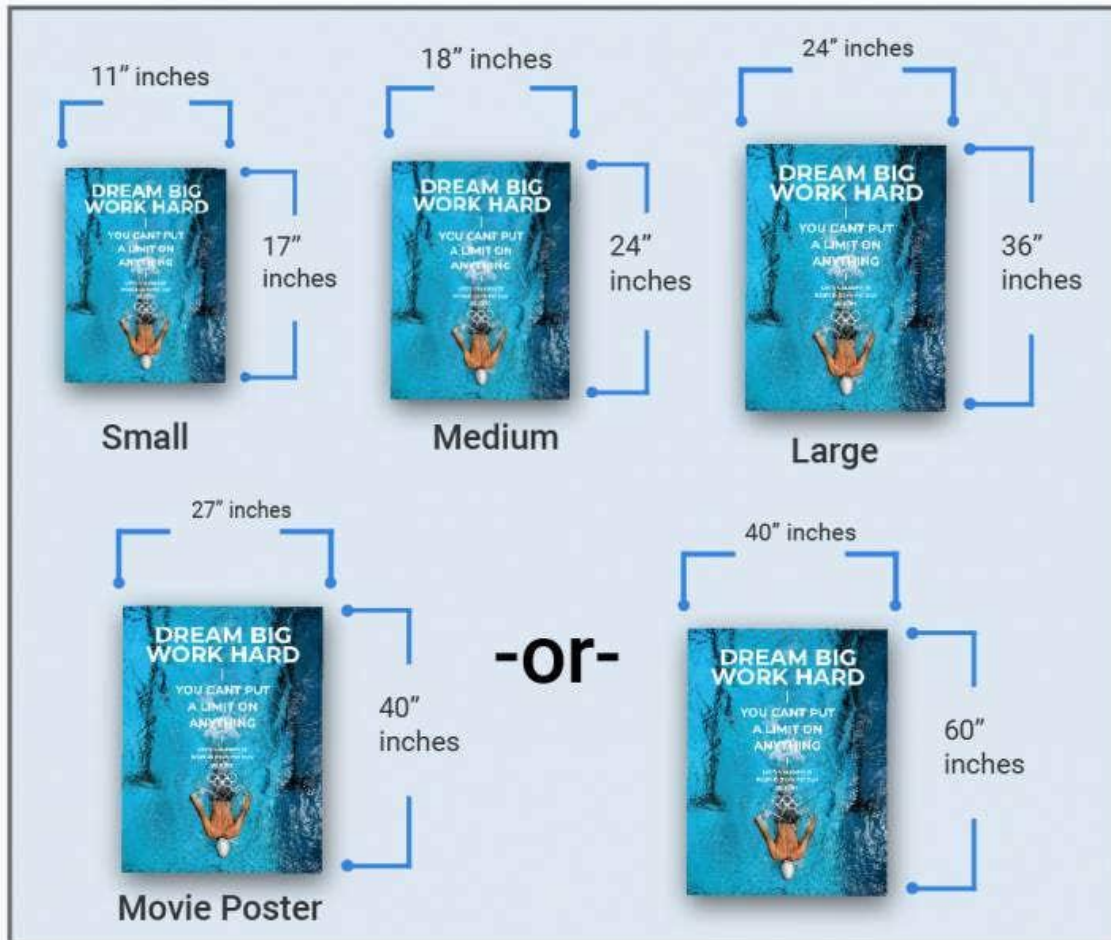
Poster size for Snapchat



Poster Sizes for Print

There are many poster sizes that organizations can use to print their advertisements and promotions. Small sizes print for 11 x 17 inches, medium-sized posters for 18 x 24 inches, large posters for 24 x 36 inches, and movie posters for either 27 x 40 inches or 40 x 60 inches.

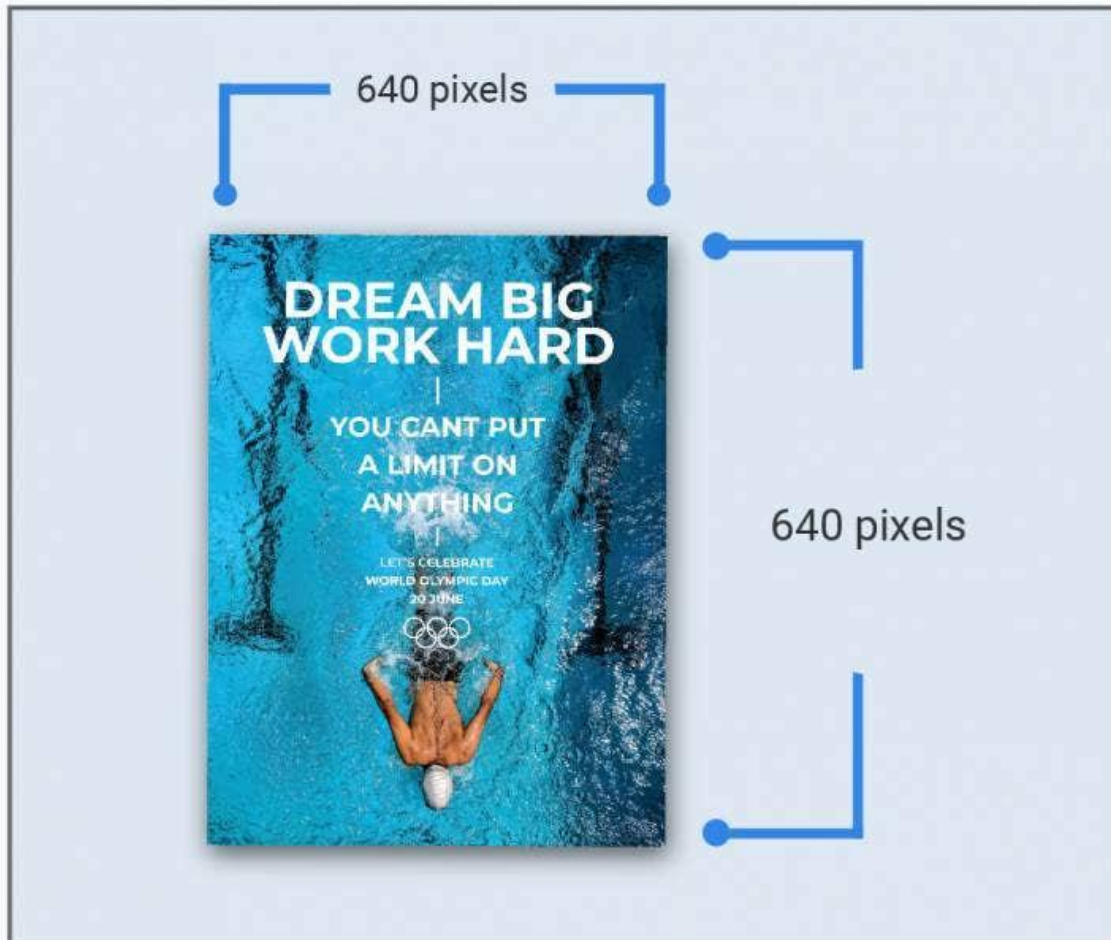
Poster Sizes for Print



Poster Sizes for Email

When incorporating posters in email newsletters, focus on having the width of images within the 640-pixel range for the most optimized image.

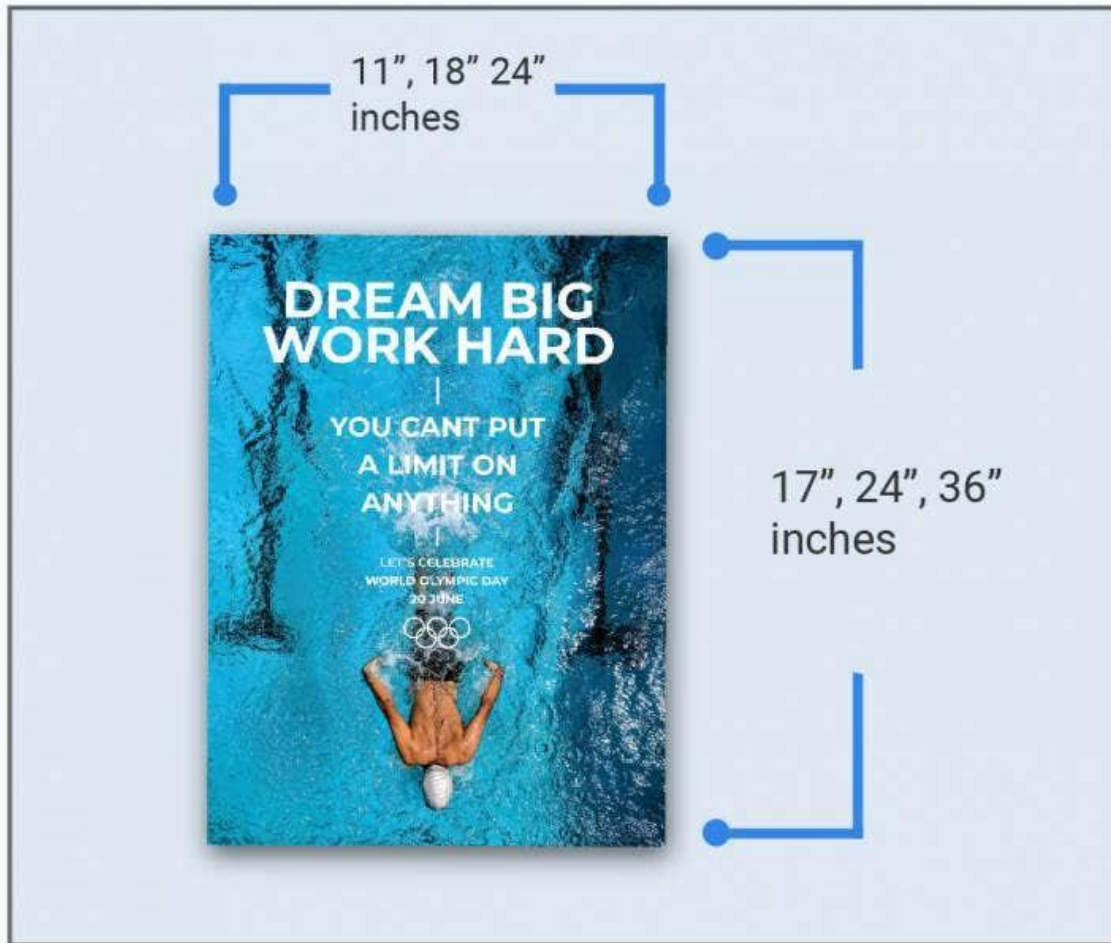
Poster Sizes for Email



Poster Sizes for Business

Businesses can select from different poster sizes, depending on the audience reach they want to target. They can choose from small, medium, and large sizes, with dimensions ranging from 11 x 17, 18 x 24, and 24 x 36 inches, respectively.

Poster Sizes for Business



Poster Sizes for Adobe Photoshop

When creating posters for the company using Adobe Photoshop, make sure the PPI (pixels per inch) scale is 300 and set the dimension of the document as 18 x 24 inches for a medium-sized poster.

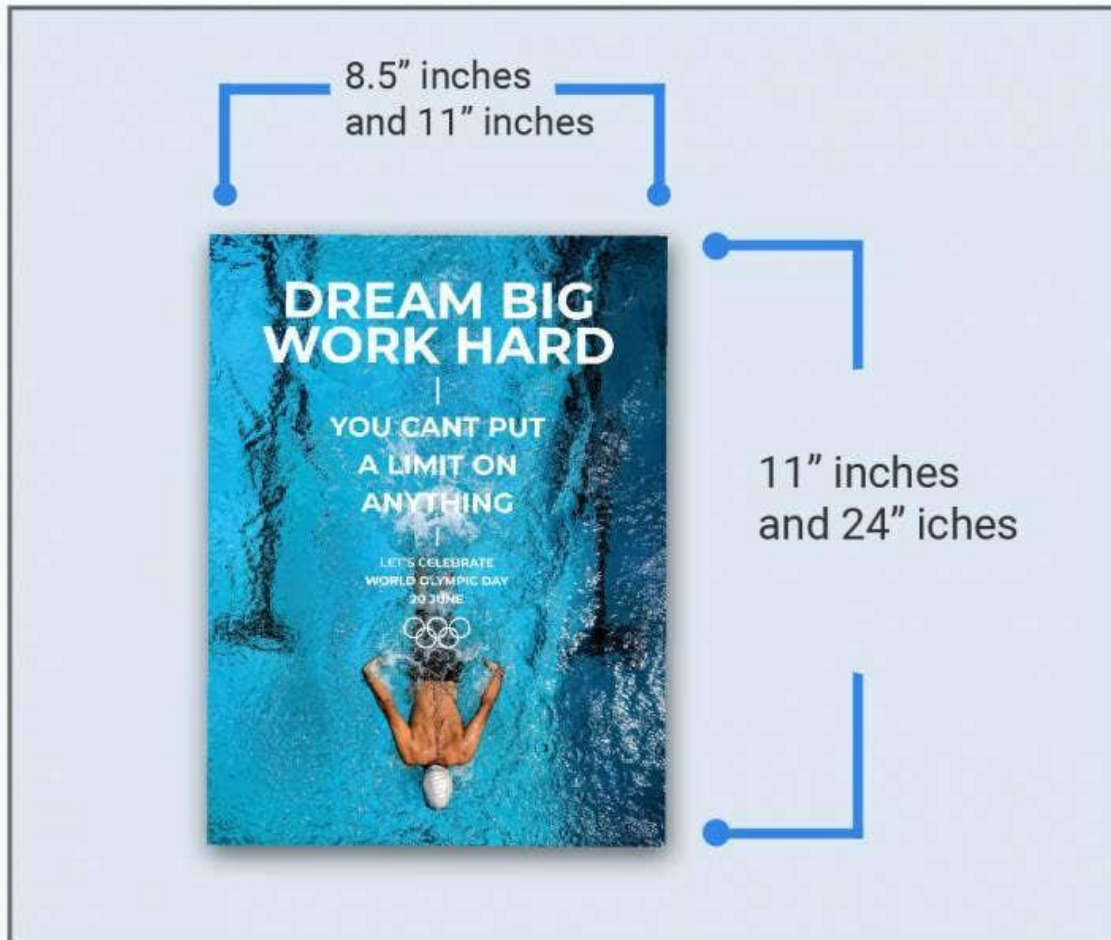
Poster Sizes for Adobe Photoshop



Poster Sizes for Adobe Illustrator

The page size specifications of Adobe Illustrator are 8.5 x 11 inches, with resizing option to match the dimensions of a medium-sized poster at 18 x 24 inches. Make sure to save the image at 300 PPI for clear images.

Poster Sizes for Adobe Illustrator



FAQs

What Is the Standard Size of a Poster?

There are three standard sizes for a poster, including small at 11 x 17 inches, medium at 18 x 24 inches, and large at 24 x 36 inches.

How Many Pixels Do I Need to Print a Poster?

For a large poster with the dimensions of 24 x 36 inches, you need 3600 x 5400 pixels to print the poster.

What Is the Frame Size for a 16 X 24 Poster?

A 16 x 24 poster requires a custom-made frame with similar dimensions.

How Do You Change the Size of a PowerPoint Size for a Poster?

By default, the size of a Powerpoint slide is 16:9, and you can change the size by navigating to the design tab and selecting the slide button, and it will display a menu that allows you to change the size of the slide.

What Is the Standard Movie Poster Size?

Standard movie poster sizes come in two, namely the One Sheet and Bus Stop sizes, with dimensions of 27 x 40 inches and 40 x 60 inches, respectively.

What Size Is a Tri-Fold Poster Board?

The standard size for a trifold poster board is 22 x 28 inches.

How to Change the Dimensions of a Poster?

You can change the dimensions of the poster by resizing the page into the desired length and width to match the poster size you need.

What Size Should I Make My Fonts?

Font sizes are dependent on the size of the poster and the amount of information or content that the company needs to put.

What Is the Perfect Resolution for a Poster?

The perfect resolution for a poster depends on the size, but professionals prefer images to be between 150 to 300 PPI.

What Is an A3 Size Poster?

The A3 size poster follows the international standards for paper sizes, measuring 297 x 420 millimeters or 11.7 x 16.5 inches.