



## Exactly how big are our labels anyway?

Examples  
from 2024

Print this page, preferably in color, making sure not to change the scaling (page scaling in print options should be set to "none"). This will give you "to scale" sample of each label. Put on wall and stand back about as far as you think you'll be from the draft board.

ALL labels @ Bruno's feature High-Contrast format, white text w/outline.

The Benefit: The contrasting black outline creates a natural break in the image and allows for better viewing from distance.

### The Competition

Our competitors almost always use a 1" x 4" label with black text. This is an exact photo from a competitor's label. Sorry a football example is all we had for comparison

4 in<sup>2</sup>

### Medium

Used to be our biggest seller, but still robust enough for drafts where most people are pretty close to the draft board. This label is 33% bigger than

5.3 in<sup>2</sup>

### Jumbo

A huge label to be sure. Visibility is not going to be an issue with dimensions of 2 inches tall x 5 inches wide.

10 in<sup>2</sup>

Now 2nd Biggest in Industry  
(behind only our own Elephant)

### Elephant

Quite simply, THE BIGGEST label on the market. Overall, it is still 40% bigger than our Jumbo.

Do YOU want your league complaining that they can't see the picks? Didn't think so!

14 in<sup>2</sup>

Now THE BIGGEST in Industry

