



11221 Pacific Hwy SW
Lakewood WA 98499-5170
(866) 581-3118 ph (253) 581-6612 fax

PHOTO SELECTION GUIDELINES FOR BILLBOARD ART

1. **Size:** Photo dimensions that are a minimum of 800 pixels x 800 pixels will be big enough for a billboard. In your photo viewer, right click, select *Properties*, then *Detail* tab to locate the pixel information. In some design programs, photo size can be shown in inches. In this case, one inch of photo translates to one foot of billboard, though pixel size is still the controlling factor for billboard reproduction.
2. **Resolution:** Photos need to be a minimum 300 dpi. In your photo viewer, right click, select *Properties*, then *Details* to see the pixel resolution. When taking photos, cameras should be set to the highest resolution possible, which is the setting that stores the fewest photos on the camera due to the large file size.
3. **Contrast:** Images and copy need to have strong separation for immediate impact. If a black and white photocopy of the picture looks good, the image should be suitable for a billboard.
4. **Stock Photos:** Customer can find stock photos from these sources: www.istockphoto.com or www.123rf.com. Sun Outdoor will purchase low cost photos with their account on these websites, but customers must buy and deliver any photo over \$20. Photos copied from the internet are too small or copy written so we recommend against their use.
5. **Composition:** Choose or take a photo with a distant background which will help the person or product pop. Do not take photos of people next to buildings or objects. Choose a photo of a single object or person. If multiple people are necessary to the message, group them as a single dense unit and not spread out as individuals. Using a photo of a landscape or whole building is not recommended, instead use architectural details on the building or singular landscape features. Photos of food are particularly challenging because they will look different when viewed at a distance. If they must be used, keep food items simple and singular.