Digtial Billboard Production Information

ELECTRONIC LED 19-11 DISPLAY

File Specifications:

- Size: 288 Pixels High x 792 Pixels Wide
- Resolution: 72DPI
- Formats: .jpeg, .bmp, .png (**we prefer .jpeg**)

Content Guidelines:

Keep it Simple

- Content must be readable in a matter of seconds. Therefore, keep the copy short and simple - no more than 10 words total (5 in the headline)
- Use short, simple words for faster comprehension
- Use simple font styles - script fonts are very hard to read

THIS FONT IS BETTER *Than This Font*
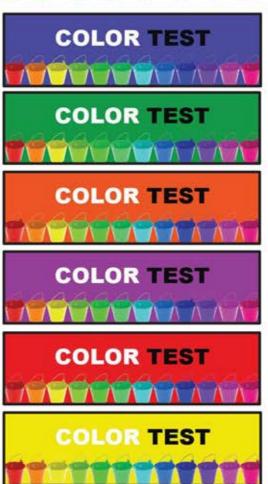
Be Bold

- Make small object large
- Keep logos/brand names large to insure immediate brand identification
- Use thick bold fonts - they are readable from greater distances

THIS FONT IS BETTER THAN THIS FONT

- Use large font sizes - messages are read from a distance so remember the 50' reading distance per 1" of text height - 36" letters can be read from 1,800 feet; 12" letters from 600 feet

Use Color Effectively

- Use bold colors
- High Contrast equals better visibility
- Avoid white or light backgrounds especially at night - they will wash out the copy