

DIGITAL DISPLAY BILLBOARD SPECIFICATIONS

TIPS FOR BUILDING A SUCCESSFUL DIGITAL DISPLAY

Building a great digital ad is very easy. Since the key to a successful campaign is to get your message across quickly and effectively, observing a few time-proven tips will help you accomplish this....



QUICK TIPS FOR BUILDING YOUR FILE:

- Digital Displays produce colors in a RGB mode, versus CMYK. When creating a file for use in digital displays, be sure to choose RGB as your color mode
- When creating a true, rich black, make sure your values are R=0, G=0, B=0
- Convert all PMS (Pantone Matching System) colors to RGB
- Build your ad in Adobe Photoshop, InDesign or Illustrator, Macromedia FreeHand, or QuarkExpress
- Save artwork as JPG (preferred), PNG, BMP, or GIF format at MAXIMUM QUALITY

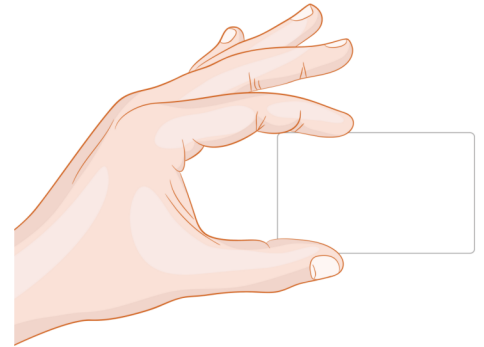
QUICK TIPS FOR DESIGNING A GREAT BOARD:

- Pick one strong, memorable message... keep it as short as possible. Viewers only have a few seconds to "absorb" your message (typical rule of thumb is 3.5 seconds)
- Rich background colors work better during the day, while lighter pastel backgrounds are more vibrant at night
- Sans serif, bold, clean typefaces work best on digital boards. Extremely thick, very thin or overly ornate fonts will be difficult to read
- Choose graphic elements with a strong focal point, ones that tell a "story"
- Use readable fonts and contrasting colors
- Text smaller than 40 points (when built at the 1504x416 ratio) will be hard to read



MORE TIPS FOR BUILDING A SUCCESSFUL DIGITAL DISPLAY...

- Avoid spelling out complete sentences. Don't use eight words when four will do
- Have a "call to action", call CALL NOW, or LIMITED TIME
- A single message idea will read quicker and more easily than trying to combine multiple offers
- If you are designing with images and pictures, keep all your elements organized and avoid a lot of overlapping.
- While viewing your design on screen, step back from your monitor far enough that if you extended your hand outward it would appear that you are holding your billboard in your fingers (in about the same size as a business card would be). This gives you a good idea what image motorists will see at first glance from a distance. If the design is readable, you've accomplished your goal.



PICKING THE RIGHT TYPEFACES:

Avoid using very thin fonts as well as most script fonts. The strokes of some characters are too thin to maintain legibility over great distances. Use thick, heavy fonts to maximize readability. Keep letter spacing (kerning) fairly open.

BAD **GOOD** **BEST** *BAD* **GOOD** **BEST**

KEEP IT COLORFUL, WITH HIGH CONTRAST



If you have any questions, please call your Arrington Outdoor Representative. We can send you a template in several different programs, or our Art Department can prepare a design for you.