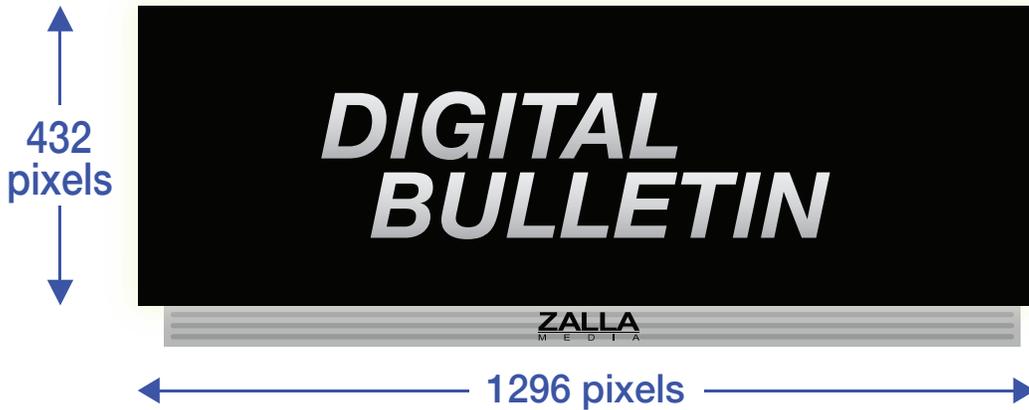


# Artwork Specifications



## FILE DIMENSIONS

432px x 1296px

## RESOLUTION

72 DPI

## FILE SIZE

Cannot exceed 1MB

## FILE TYPE

Uncompressed JPEG

## COLOR MODE

RGB

## SUBMIT ARTWORK TO

Shannon@zallamedia.com

## Billboard Guidelines



### MAKE THE TEXT LARGE

Outdoor designs should be simple, clear and easy to read. Digital bulletins should be legible from 600 feet away.

### STICK TO ONE MESSAGE OR IDEA

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to its essential elements.

### BE SHORT AND SWEET

Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend six words or less for the headline. Keep the words short for faster comprehension.

### COLOR

Use only rgb color files for digital displays. Design as you would for a website, tv or computer monitor.

### AVOID WHITE BACKGROUNDS

To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.

### PICK YOUR IMAGE WISELY

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.

### FORGET ABOUT WHITE SPACE

White space does not apply in outdoor like in printed material. Increase your logo, font sizes and imagery. Having unused visual space at 300 - 600 feet is not recommended.

### USE BOLD, NON-SERIF FONTS

Always use large, legible typefaces. At 600 feet, thin lines optically fade or break up. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

### TEST YOUR IDEA

A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?

### USE BRIGHT, BOLD COLORS

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.

### DESIGN WITH HIGH CONTRAST

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.



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