20' x 60'

EXPWY DIGITAL BULLETIN SPEC SHEET

watchfire

123

ARTWORK SUBMISSION SPECIFICATIONS
FOR DIGITAL BILLBOARDS

SIGN MATRIX (PIXELS):	**648 PX H X 2,088 PX W**
PHYSICAL SIGN DIMENSIONS:	20'H X 60'W
RESOLUTION:	**72** DPI RESOLUTION
COLOR MODE:	**RGB** COLOR MODE
PIXEL PITCH:	**16MM** OT WATCHFIRE
ACCEPTED FILES:	**JPG**, **PNG**, **BMP**, OR **GIF**. **72** DPI **RGB**
CONTACT INFORMATION FOR PRODUCTION:	**MIKE SCHEID** (312) 304-1600 MIKE@IMAGEOUTDOOR.COM

A **36** PX CHARACTER WILL BE **1** FOOT TALL AT **72 DPI**

CALL IMAGE MEDIA AT (312) 988.4600 FOR ASSISTANCE
ARTWORK CAN BE SENT TO SALES@IMAGEOUTDOOR.COM

60 W

20 H

648PX

SUBMITAL SIZE*:	**648 PX H X 2,088 PX W**
SUBMITAL RES*:	**72 DPI, RGB**
PHYSICAL SIZE:	**20 H X 60 W**

2,088PX

*SUBMITTED ARTWORK SHOULD MEET THESE SPECS

HELPFUL DIGITAL BILLBOARD DESIGN TIPS
CREATING OPTIMUM ARTWORK FOR DIGITAL BILLBOARDS

FILE FORMAT - STILL IMAGES
- **FILE TYPE & COLOR MODE: JPG**, **PNG**, **BMP**, or **GIF** for still image content at 100% quality; Use **RGB** color, not CMYK.
- **RESOLUTION:** Use **72** DPI. Because message centers have a fixed pixel spread, DPI is technically irrelevant.
- Physical size of artwork is also a non-factor. Focus on the actual pixel dimensions (height and width) of the artwork.

Required File Size UNDER 1.9 mb

KEEP IT SIMPLE
The First Step to Creating effective messages with your electronic sign is to keep the wording short and succinct. Avoid using complete sentences. Don't use eight words when four will do. Stick with short, simple words for quick comprehension by motorists. Each message should present a single idea. This reads faster than trying to fit multiple offers on a message.

KEEP IT BIG
Large text allows motorists to see your message from a greater distance and increases impressions. If your text is too small, your audience won't have sufficient time to read and comprehend the message before driving by. Although the software allows for a smaller character height, we recommend characters at least 12" tall.

KEEP IT CLEAN
Avoid using thin fonts as well as most script fonts. Thin character strokes don't maintain legibility over long distances. Use thick, heavy fonts to increase readability. Bolding your fonts is an excellent way to add weight to your message.

BAD **GOOD** **BEST**
sans-serif

BAD GOOD **BEST**
serif / script

KEEP IT COLORFUL
High color contrast is a key ingredient. Like large text, the right color combinations can make your messages more legible from a greater distance. Text and background colors should combine in a way that is pleasing to look at and lets your messages be easily read.