ARTWORK SPECIFICATIONS

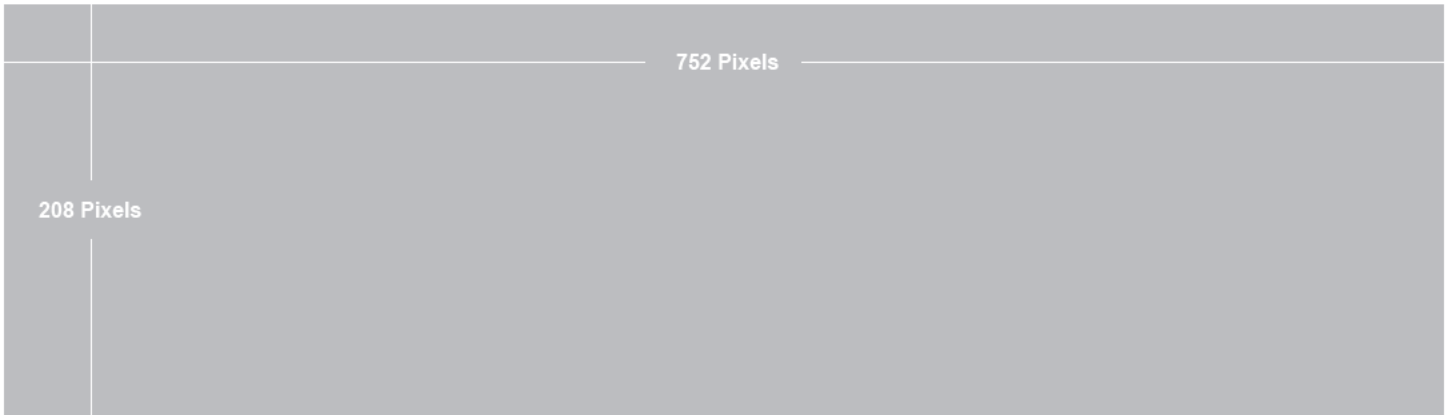**752 Pixels**   X   **208 Pixels**

752 Pixels

208 Pixels

ARTWORK SET-UP

Pixel Dimensions:
752 Pixels   X   208 Pixels

Resolution:
72 ppi

Color Mode:
RGB – preferred color profile is RGB

Compatible Software:
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
CorelDRAW

Accepted File Formats:
JPG
PNG
TIF
BMP
GIF

Please save your files at maximum quality while maintaining a maximum file size of 1 mb or less. Files larger than 1 mb will not be accepted.

DESIGN TIPS

Color
Colors are produced on digital displays through an additive process using varying amounts of red, green, and blue. White is produced when all three colors are combined. In many cases one color may slightly over power another giving the whites on a digital display a tint of either red, green, or blue. Black is the total absence of the three colors and is usually displayed by the backing of the display. When creating black, make sure your values are R=0, G=0, B=0. Convert all PMS colors to RGB.

Rich, bold background colors work better during the day, while pastel backgrounds are more vibrant at night.

Text
Block, bold, simple fonts work best on digital. Do not overcrowd, or use extremely thick, thin or ornate fonts. Use 10 words maximum on your outdoor artwork.

Design
Choose one message or idea. The key to effective outdoor is brevity. Choose graphic elements with a strong focal point. Use readable fonts and contrasting colors.

Product Identification
Make sure you are able to read the advertiser's name.