# BILLBOARD DESIGN SPECIFICATIONS

## LED Billboard Design Requirements

| Physical Size | Market | Type | Unit # | Pxl Height | Pxl Width | Format | Color | DPI |
|---|---|---|---|---|---|---|---|---|
| 12' x 24' | New York | Digital Bulletin | 48961 (LV01 - NORTH) | 960 | 1920 | JPEG | RGB | 72 |

**Creative Delivery**: Email creative to Production@DigitalOutdoorAdvertising.com by **TBD**
(5 business days before the start of the campaign)

100% Quality with NO compression

**NOTE:** Units of Measurement are in Pixels, not inches

***LED DESIGN MUST NOT EXCEED 1 MB. IN SIZE.***

# CREATIVE GUIDELINES

**BEST USE OF COLOR ... AND DON'T USE WHITE OR LIGHT-COLORED BACKGROUNDS**
Avoid white backgrounds. With LED technology, the use of emitted light, white or very light colors may repel the eye, not the desired response in advertising. A grave concern in most regulatory environments is an offensive use of light or white content. Even though LVB's digital displays are fully capable of producing white and pastel colors, it is not recommended.

**KEEP IT SIMPLE! SHORT AND TO THE POINT**
We strongly recommend using no more than seven words. It's not easy, but it's the most effective. Driving by a sign at 65 mph requires a short message. A billboard design should be simple, clear and easily read. Also, it should be legible from at least 500 feet away.

**USE BOLD, NON-SERIF TYPEFACE**
Use a large, legible typeface. From a distance, thin lines tend to look like they are fading or breaking up. Therefore, do not use italic, decorative, or serif fonts. Also, don't use all capital letters, like in the bold headlines above. Upper And Lower Case Provide The Best Readability.

## All Digital Files Are to Be Emailed to: Production@DigitalOutdoorAdvertising.com