

BILLBOARD SIZE

Digital Bulletin: 14'H x 48'W

FILE SPECIFICATIONS

Please set up your digital files at:

240 Pixels H x 864 Pixels W

Resolution: 72 DPI

Color: RGB

Formats: .jpeg

MEDIA/UPLOAD

To send your file to Reagan Outdoor you can send an e-mail to roaart@reaganusa.com. Please call your Account Executive to let them know that it has been sent.

CONTENT GUIDELINES

KEEP IT SIMPLE

Content must be readable in a matter of seconds. Therefore, keep the copy short and simple - no more than 10 words total (5 in the headline)

Use short, simple words for faster comprehension

Use simple font styles - script fonts are very hard to read

THIS FONT IS BETTER *Than This Font*

BE BOLD

Make small object large

Keep logos/brand names large to insure immediate brand identification

Choose graphic elements with as strong focal point

Use thick bold fonts - they are readable from greater distances

THIS FONT IS BETTER THAN THIS FONT

Use large font sizes - messages are read from a distance so remember the 50' reading distance per 1" of text height - 36" letters can be read from 1,800 feet; 12" letters from 600 feet

USE COLOR EFFECTIVELY

Use bold colors

High Contrast equals better visibility

Avoid white or light backgrounds especially at night - they will wash out the copy

COLOR TEST



COLOR TEST



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COLOR TEST



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