Artwork specs and requirements
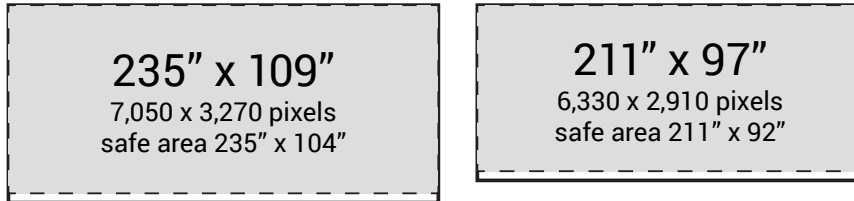
Banner size
We use two differently sized trucks with the following banner dimensions:

235" x 109"	211" x 97"
7,050 x 3,270 pixels	6,330 x 2,910 pixels
safe area 235" x 104"	safe area 211" x 92"

The image size of the banners required for our mobile billboards is 235" wide by 109" tall, or 211" wide by 97" tall. The image can bleed off the edge, but it is recommended that you keep critical text at least five inches from the bottom edge unless the design is intentional.

Image resolution
Given the size and typical viewing distance of our trucks, 30 pixels per inch is a good compromise between file size and image quality. For a full size, banner-filling image, this translates to 7,050 x 3,270 pixels for our larger size trucks, 6,330 x 2,910 for the smaller.

Attribution
The owner or sponsor of a campaign must be clearly indicated in ad copy.

Reference image
If your art is not already in PDF or JPEG format, please provide one of these as a visual check to ensure your art is reproduced properly.

Delivery
Depending on file size, you may deliver your art to us via email or your cloud storage of choice – Dropbox, Hightail, Google Drive, OneDrive, etc. Please do not send files larger than 10MB via email – it is very possible your message will be lost or blocked en route to us.

Proofing
We will provide a PDF color proof of your mobile billboard ad via email. You will be asked to approve the proof via email.

Turnaround
The optimum production time is 10-15 business days (Monday through Friday with holidays subtracted). A color proof will be provided in 2-3 business days and should be approved in writing in 1-2 business day(s). Production & ground shipping takes 6-9 business days, and installation takes 1-2 business days. This schedule begins once we receive properly formatted artwork along with the production deposit. Please contact us as soon as possible if these constraints cause a problem.

Design tips

Timeline
Make sure there's enough time! See our Turnaround topic below left, then add necessary time for concept and design.

Simple and bold
You have seconds to communicate your message so try to boil your message down to its very essence. Large, simple, clear text, bold imagery, and sufficient contrast can help you. Letter height of 6" or more is a good starting point.

Prominent calls to action
Calls to action such as phone numbers, web addresses, etc. are best situated in the top half of the design, so as to not be blocked by passing traffic or other people.

Don't forget branding
If you're including your logo, make sure it's big enough to be legible from a distance.

More information
The Outdoor Advertising Association of America (OAAA) produced a great primer on this topic in 2009 – but most of it is just as relevant today:

View it online