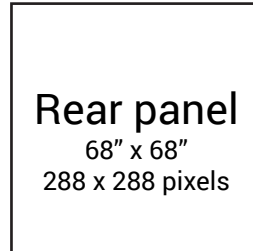
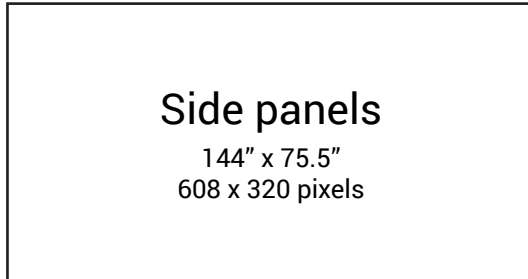


Artwork specs and requirements

Display sizes



These pixel numbers may seem low to some designers but they work well given the typical viewing distance we encounter. This resolution does introduce some limitations, however.

Typography

For proper rendering, we recommend bold type be at least 8px in size, 10px better. For normal weight type, 10px minimum, 12px better. For light weights, 12px minimum, 15px better. You can of course go as large as the design calls for - these are minimums.

QR Codes

To function properly, QR codes must be sized to at least 150px; 200px will allow them to function under more conditions.

Attribution

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

File formats and delivery

Still images can be sent as high quality, RGB JPG format. Videos must be in MP4, H.264 format. Files less than 10MB can be delivered via email; for larger files please use Dropbox or other online storage. Maximum size of all files must be less than 1GB.

Turnaround

Digital campaigns can be launched in as little as an hour, assuming truck availability. This of course does not include design, approvals, etc.

Design tips

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" (25px) or more is a good starting point.

Color limitations

Large areas of white (RGB 255/255/255) can overload the LED system and result in areas of dropped pixels. Please substitute off-white if this is part of your design. Similarly, large areas of black can appear washed-out under bright sun; dark gray can be substituted in this case.

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](#)