

DIGITAL DISPLAY SPECIFICATIONS

Billboard Design Specifications and General Info

Elm Street South: 1248 pixels wide by 288 pixels high

Elm Street North: 1344 pixels wide by 384 pixels high

South Willow Street (Gold Street): 1352 pixels wide by 520 pixels high

Derry North & South: 520 pixels wide by 240 pixels high

665 Second Street, North & South: 672 pixels wide by 288 pixels high

159 South Main Street: 576 pixels wide by 288 pixels high

Pixel Dimensions/Resolution

Resolution:

150 dpi

Compatible Software

Adobe: Photoshop, Illustrator, InDesign

Acceptable Formats

Save artwork as .JPG format at maximum quality. No animated GIFs.

Color Matching

Create all files in RGB color mode. When creating black, make sure your values are R-0 G-0 B-0. Convert all PMS colors to RGB.

Design Tips

Copy: the average viewable time of a bulletin is around 7 seconds, and many drivers are unable to pull their eyes off the road for the full seven seconds. Try to limit copy to 9 words or fewer. Detailed descriptions and long lists of products and services work better on websites, mailers and brochures where viewers have more time to read them.

Color:

Digital displays produce color through additive process, RGB, instead of the subtractive method, CMYK. Colors are produced when adding 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 white on a digital display a tint of either red, green or blue.



Low Contrast Hurts Readability



Strong Contrast Helps Readability

Text:

Block, bold and simple fonts work the best on digital. Do not overcrowd or use extremely thick, thin or ornate fonts.

Aa Bb Cc Dd
Aa Bb Cc Dd
Aa Bb Cc Dd

Aa Bb Cc Dd
Aa Bb Cc Dd
Aa Bb Cc Dd

Creative Tips:

The ideal out of home ad contains three basic elements:

- 1) **IMAGE/GRAPHIC.** Grabs the viewers attention & makes them look at the ad.
- 2) **COPY LINE.** Describes the product, service, or message being advertised.
- 3) **BUSINESS NAME.** Lets the viewer know where they can get the product/service.

Simple, clear and concise designs are the best way to get the most bang for your outdoor buck!

Choose one message or idea. Choose graphic elements with a strong focal point. Use readable fonts and contrasting colors.

Avoid White Backgrounds. To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.

Make your call to action clear and make sure to provide the necessary information to respond to your ad.

Testing Your Idea:

A billboard is not a print ad. The average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?