



DIGITAL LAYOUT SPECIFICATIONS

ACCEPTABLE FORMATS » .jpg, .gif, .png, .bmp

RESOLUTION » 72dpi

COLOR FORMAT » RGB

PIXEL SIZES »

Billboard dimensions

14 x 48 (A) + 10 x 36

14 x 48 (B)

10 x 30

10 x 60

Creative dimensions (in pixels)

936w x 264h

888w x 240h

552w x 160h

1104w x 160h

Ads should be designed to the pixel size of the billboard(s) on which your ad will appear (see above). If you are unsure, contact your GR Outdoor Sales Rep.

RECOMMENDATIONS » Please avoid white backgrounds. These create an intense glare, which the eye naturally avoids, resulting in less readability of the ad.

GR Outdoor recommends using a "Natural White" for large areas of flat white. This color is actually a neutral gray created by adding 7% black to a white background. This can be tinted warmer or cooler to complement the rest of your creative, and will read as a softer white on the digital billboards.

See our *Recommendations for digital billboards* sheet for more information on designing effective digital ads.

Finished creative designs should be e-mailed to your GR Outdoor Sales Rep for review and scheduling in accordance with the contract.

RECOMMENDATIONS FOR DIGITAL BILLBOARDS

BE SIMPLE » The most effective outdoor designs capture the essence of an idea, which is then conveyed with brevity and clear expression.

Outdoor audiences are mobile and have limited exposure to messages. Use short and simple words for fast and easy comprehension. There should be no more than 10 words overall and less than 5 words in the headline.

BE BOLD » Ensure immediate product identification by making logos and brand names large. Choose graphic elements with a strong focal point since busy photographs or graphics are often difficult to discern.

Upper and lower case letters are particularly legible. When designing for a roadside display, a one foot letter height is unreadable while a two foot letter height is marginal. A letter height greater than three feet is clearly readable.

Use large and legible typefaces. Choose fonts that are easily read at long distances. Fonts with thin strokes or ornate script will be difficult to read.



BE COLORFUL » The perception of color can change depending on the amount of ambient light surrounding a digital outdoor display unit. For this reason, deep, rich, saturated background colors are more impactful during daylight hours, while bright color backgrounds are more vibrant at night and on cloudy days. Digital outdoor display technology automatically compensates for these factors.



Avoid using a white background when designing for LED or other light emitting technologies. White is a mixture of all colors in these situations, rather than an absence of color, and will appear subdued or muddy. White does not carry the same vibrancy that other colors convey. If you want a natural white background, please add in 7% black to your white.

BE FLEXIBLE » Change messages weekly, daily or even hourly. Design with a creative strategy that tells a story or communicates numerous details using multiple design layouts.

