



MATRIX OF YOUR SIGN (pixels):

208 tall x 752 wide | Pixel pitch of the sign: 19mm

IMAGE QUALITY

Multiply your sign's matrix by 2

Artwork for a 14'x48' will be (pixels) 416 tall x 1,504 wide

A(n) 32 pixel character will be 1 foot tall.

FILE FORMAT

JPG, BMP, or GIF for still image content @ 100% quality.

RGB not CMYK

KEEP IT SIMPLE

For the most effective message with your digital sign remember, 'less is more'!

- Don't use too many words. If you can say it with fewer words, use fewer words
- Don't use complete sentences. Use simple and easy words to give drivers a chance to comprehend
- Use a single offer or message to achieve maximum comprehension.

MAKE IT LARGE

The larger the font, the easier it will be to read from a greater distance. If the text is too small it will be difficult to read as the driver approaches. Ideally the font will be 2' to 3' at full size. We would recommend a minimum of 12" if you chose to use a smaller font.

FONT CHOICE SUGGESTIONS

If you can avoid using thin fonts and/or most script fonts that would be best. Thin and italic fonts are hard to read at a distance. To make words stand out, the best option is using a bold font.

BAD **GOOD** **BEST**

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COLOR & CONTRAST

Color choice and contrast are just as important to a successful digital ad as the font choice. The more contrast you can use the better your ad will stand out from a distance.

