



COMPASS OUTDOOR

DIGITAL MEDIA KIT

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WHY DIGITAL ADVERTISING

When you have hundreds of thousands of dollars worth of cutting-edge technology at your fingertips, you don't want to waste its capabilities. Effective content is absolutely critical for your digital display to bring about the sales lift you expect.

We know that the content is important, but to be effective it should be relevant to the customer, brief, and to the point. As equally important, the display message must be produced in an attractive and entertaining manner.

WHAT IS LED DIGITAL OUTDOOR AND/OR DIGITAL BILLBOARD?

A digital billboard display, sometimes referred to as LED digital outdoor advertising, uses an array of light-emitting diodes (LEDs) to show computer-programmed images and text, which are easily changed and updated using Web-based software.

WHAT IS BEST FOR THE ARTWORK/CONTENT FOR DIGITAL DISPLAYS?

Artwork created for LED digital billboards should be approached differently than artwork created for magazine and newspaper advertisements or television commercials. The content on a digital display must not only be vivid and use contrast properly, but also be **brief** to be effective.

Traditional signage and advertising has one shot to convey all necessary information to customers. A digital billboard, on the other hand, can display multiple messages that appeal and inform customers.

WHAT IS UNIQUE ABOUT DIGITAL VS STATIC BILLBOARDS?

There are several advantages to using digital billboards, including dynamic content, day parting, rotating copies, RSS feeds, and more. For more information, see pages 9-10.



THE BASICS

Simple - Powerful - Defined - Brief

Compass Digital billboards show an ad for 8 seconds. Those advertisements that are most effective should be “consumed” by the viewer in three seconds. Build the message based on the 3 Second Rule of Advertising. Narrow the focus and decide what your message will be. Make it concise. The message can be one of the following examples:

- | | | | |
|-----------|------------------|-----------|--|
| * Person | * Service | * Product | * Local brand |
| * Brand | * Call to action | * Price | * Special promotion |
| * Website | * Location | * Event | * Specific time (morning, noon, night) |



HOW TO SOLVE VISUAL CREATIVE PROBLEMS? EASY! USE THESE 3 BASIC PRINCIPLES:

These basic design principles will help you understand and better create digital display content that steals the glance of your client's customers.

COLOR

1

FONT & FONT SIZE

2

K.I.S.

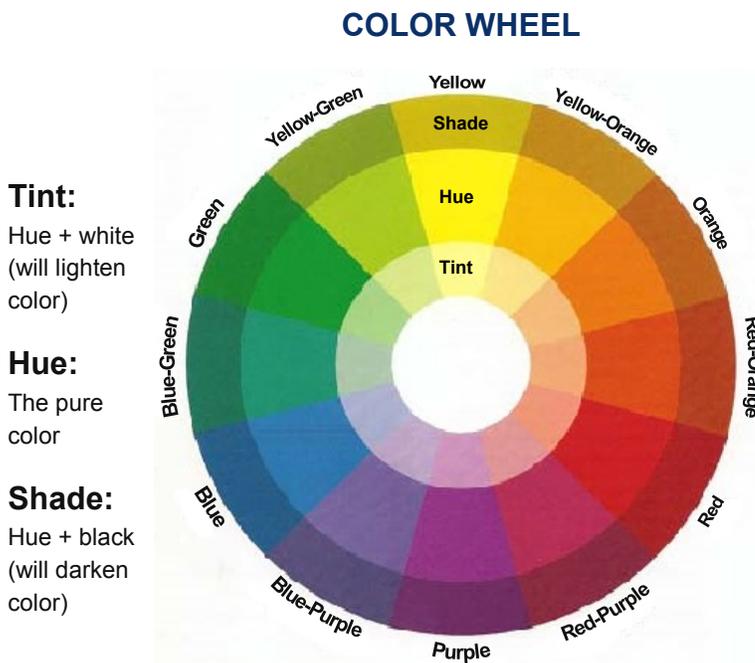
3

1 COLOR

The color standard in digital technology is RGB: red, green, and blue. Your TV and computer use this same mode. (CMYK - cyan, magenta, yellow, and black - is used for high-resolution printing. For digital signage, you **must** use RGB.

The color wheel to the left gives you an idea of how the colors relate to each other.

Certain colors tend to evoke specific emotions or ideas, so choose them carefully to help support products and ideas. See chart below.



COLOR	EMOTION
RED	Strength, power, love, intensity, warning
RED ORANGE	Agression, action, pleasure
ORANGE	Invigorating, happiness, success
YELLOW ORANGE	Wisdom, joy, family, excitement
YELLOW	Cheerful, happy, warm, airy
YELLOW GREEN	Sickness, jealousy, obsession
GREEN	Nature, safety, fresh, healthy, growth, money
BLUE GREEN	Protection, healing
BLUE	Trust, loyalty, cool, silence
BLUE PURPLE	Spirituality, uniqueness
PURPLE	Royal, fun, playful
RED PURPLE	Youthful, romantic
BLACK	Elegance, mystery, wealth, sophistication

Color

USE GOOD VALUE DIFFERENCE

What do we mean by that? We mean using colors that have varying levels of hue. Using contrast is vital to your design because it helps the viewer distinguish between design elements, which also helps make your artwork more readable and pleasing to the eye. To test your artwork for good value difference, use Adobe® Publisher® or any other editing software, and convert your artwork to gray scale. If you can easily distinguish wording and images, then it has good value difference. Below are some good examples of value difference.

EXAMPLES

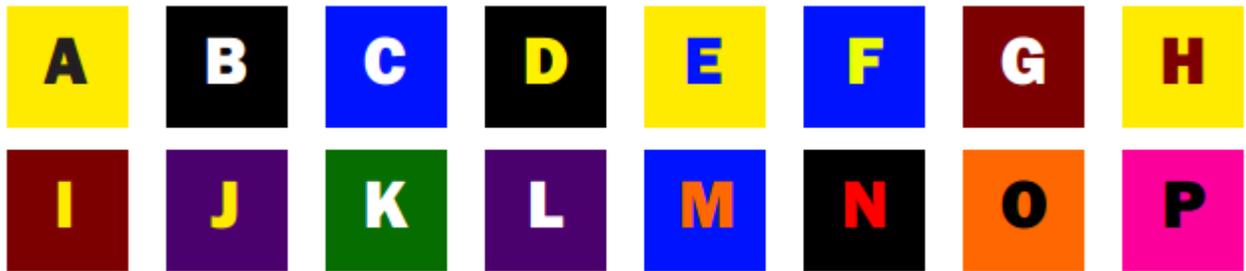


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Color

USE CONTRASTING COLORS

High color contrast is key to good advertising. See below for examples of good contrasting colors (i.e. good value difference). These combinations will be easily read at a much longer distance.



Tip!



Remember, the viewer only has a few seconds to be able to read your message, so don't overwhelm them with too much information, or too much color! Combining the right colors (to evoke a certain emotion) and good color contrast (value difference) is what will communicate your message the fastest. Too much color can detract, so make sure it's balanced.



RED: Sends a warning message; a sense of urgency to do something. Grabs your attention quickly



ORANGE: Before reading this, you already feel energized. Sends a message that this product will give you the energy you need to start your day!



Avoid white backgrounds. Because LED technology emits so much light, white tends to repel the eye, and lose your audience's attention - not something you want in advertising. In contrast, black is the absence of color; it uses less light. Using white backgrounds is a concern amongst local residents and local governments: they don't want this white light causing any harm to anyone. Even though Compass Outdoor billboards are perfectly able to create white, and light-colored backgrounds, it is not recommended. If white/pastels must be used, it should only be used for **daytime viewing**.

STANDARD COLORS

Below you will find the RGB spectrum of colors, with the RGB values for the true colors. Use these colors to enhance your advertisements on Compass Billboards.

RED R=255 G=0 B=0	Orange R=255 G=88 B=0	Yellow R=255 G=255 B=0	Green R=0 G=255 B=0	Blue R=0 G=0 B=255	Indigo R=75 G=0 B=130	Violet R=159 G=0 B=255
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HOW TO FORMAT FILE FOR COMPASS BILLBOARD



ALWAYS use RGB mode when designing advertisements

Build content in its native measurement (pixel x pixel) and NOT inch x inch

Save files as JPEGs

72ppi is the recommended resolution for this technology

File size cannot be bigger than 1MB

2 FONT & FONT SIZE

First things first, when it comes to fonts, **readability** is the most important; if your audience can't read it, they won't look at it! Select easy-to-read typefaces. Be sure to use large, bold fonts—it'll make it easier for your audience to read at longer distances. Text using only capital letters is harder to read. So be sure to use both upper- and lower-case letters.



CITY ACADEMY
Hands-on | Minds-on | Every Day
 Public School Grades 7-12

SELECTING THE RIGHT FONT



Large and **bold** are BEST!

For headlines, prices, and phone numbers: Sans Serif fonts

For body text: serif fonts

Long messages: Use upper- and lower-case characters

Short messages: Okay to use ALL CAPS

Make it brief! Less words the better

Tip! *Italics or slanted text gives a feeling of action, speed or progressiveness*

Regular Text



All Caps Text



Bolded Text



3 K.I.S. - Keep It Simple!

Some of the best advertisements have very little content written. Keeping advertising simple avoids confusion and clutter.

LAYOUT

To finish the look of your advertisement, layout is a critical component in design. To have a good layout, you need to understand some basic design strategies.

- 1 - Viewers read **BIG** to small
- 2 - Viewers read across from top left to right.

You can create emphasis through proportion. Separate your content in to ABC levels of importance. Those items that are most important can be emphasized by placing them at the top, and making them larger and bolder. Then make each following level smaller and closer to the bottom. Four groups tends to be too much to handle, so the fewer, and more distinct groups you have, the faster your audience will be able to read and understand your message. Pretty important when you only have a few seconds.

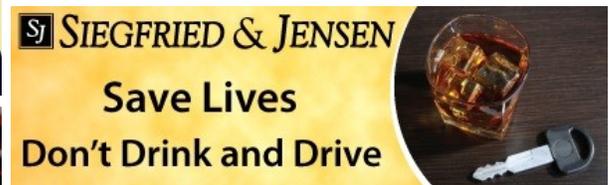


ADVANTAGES OF DIGITAL



ROTATING COPY

Instead of only having one message printed and on display for your viewers, you have the option of showing several rotating copies of digital artwork.



DAY PARTING

Day parting, or adjusting your advertisements based on time of day, will add a HUGE benefit to your advertising success. It allows your advertising to be viewed at the right time by the right people.



In this example, the client used day parting to advertise opening hours and event details.



DYNAMIC CONTENT

As conditions change, or as time progresses, your digital artwork can change along with it. This function of digital artwork is one of the greatest advantages. You are able to interact with your artwork, and provide up-to-date information to your viewers.

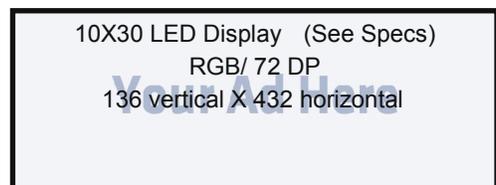


RSS FEEDS

RSS capability allows your client who is advertising to be able to change the advertisement based on their information. In this example, the bank is able to change the interest rate as it changes. They can change it at any time of day, according to need.



DIGITAL SPEC SIZES



*For pure black, use R-0, G-0, B-0

