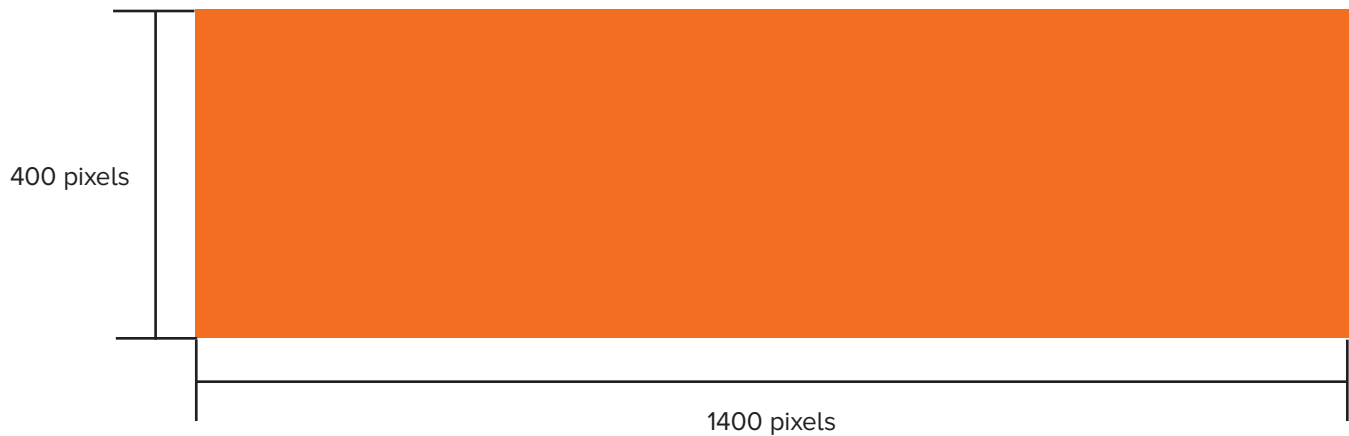


# Digital Creative Specs



## **DIGITAL BULLETIN**

### **FILE SIZE**

400 pixels H x 1400 pixels W  
(150 dpi)

### **FILE TYPE**

Uncompressed JPG

### **COLOR MODE**

RGB

### **SEND FILES TO**

PHIDigitalProduction@ClearChannel.com

# Digital Creative

## DIGITAL PRODUCTION

### FILE TYPE

Uncompressed JPG

### COLOR MODE

RGB

### ART PIXEL DIMENSIONS

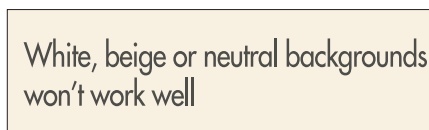
Digital Bulletins - 400h X 1400w

### USE BRIGHT, BOLD COLORS

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.

### DESIGN WITH HIGH CONTRAST

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.



### PICK YOUR IMAGE WISELY

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.

### FORGET ABOUT WHITE SPACE

White space does not apply in Outdoor like in printed material. Increase your logo, font sizes and imagery! Having unused visual space at 300 - 500 feet is not recommended.

### TEST 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?

## DIGITAL PRODUCTION

### FILE TYPE

Uncompressed JPG

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RGB

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Digital Bulletins - 400h X 1400w

### **SIMPLICITY IS THE KEY TO CREATING GREAT OUT-OF-HOME DESIGN.**

A billboard's main purpose is functionality. Creating a billboard is mainly about making it read. Even the best design is worthless if it is not legible from a distance. It is only after legibility has been mastered that creativity can follow.

Although very similar, there are variances in designing for digital as opposed to traditional Out-of-Home. With that in mind, listed here are Clear Channel Outdoor's recommended guidelines for designing a digital billboard.

### **MAKE THE TEXT LARGE**

Outdoor designs should be simple, clear and easy to read. Digital Bulletins should be legible from 500 feet away.

### **USE BOLD, NON-SERIF FONTS**

Always use large, legible typefaces. At 500 feet, thin lines optically fade or break up. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

### **STICK TO ONE MESSAGE OR IDEA**

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to it's essential elements.

### **BE SHORT AND SWEET**

Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

### **COLOR**

Use only RGB color files for digital displays. Design as you would for a website, TV or computer monitor.

### **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.