

## DIGITAL BILLBOARDS: FILE REQUIREMENTS

### Make sure your file is:

- the correct pixel dimensions (see size chart below)
- 300 dpi | RGB color mode
- saved as a High Quality jpg

### How to send files:

- Email file(s) to [tara@graceoutdoor.com](mailto:tara@graceoutdoor.com)
- Upload files at **GraceOutdoor.com**
- Send via WeTransfer, Dropbox, Google Drive, or other file-sharing platform

## DESIGN TIPS

### Follow these suggestions to give your ad optimal readability:

- **Keep it Simple:** Your audience is driving by and needs time to read everything in order to retain your message. Use only one call to action - we recommend a website over a phone number.
- **Bigger is Better:** Use as much of the ad space as you can. The larger your copy is, the easier it will be able to be read from a distance.
- **Fonts:** Use big and bold fonts. Avoid serif and script fonts. Use high contrast between the copy and the background.
- **Avoid Redundancy:** Don't use "www" in your web address. Don't repeat copy that's already in your logo. Most event dates don't need the year.
- **Color:** Use bright colors and images. High contrast between the text and background is required.

## ART SIZES

BOARD ID	art size in pixels height x width	BOARD ID	art size in pixels height x width
COLD94, COLD128 ...	608x928	COLD122, COLD124, COLD127, CHSD1, GVLD2, GVLD7-2 ...	416x1504
COLD105 ...	384x1296	GVLD30, GVLD33, GVLD35, GVLD36 ...	400x1360
COLD107 ...	280x880	TROD1, TROD2, TROD3 ...	288x896
COLD79, COLD103, COLD109, COLD110, COLD129, COLD134, CHSD23, GVLD1 ...	288x1120	TROD4, TROD10, TROD13, TROD14 ...	288x640
COLD115, COLD125, COLD126, COLD131-1, GVLD31, GVLD34 ...	360x756	TROD12 ...	288x796
COLD121, COLD123 ...	360x720	TROD15 ...	192x512
COLD131-2 ...	288x800	FLOD1 ...	400x840
CLTD1 ...	576x828	FLOD2 ...	400x800
CLTD4 ...	396x864	FLOD100 ...	180x460
		Rosie on Main ...	512x768

For any art questions, contact Tara Hatley: [tara@graceoutdoor.com](mailto:tara@graceoutdoor.com)

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1201 Lincoln Street, Suite 300 • 803.252.7084 • [graceoutdoor.com](http://graceoutdoor.com)