ART GUIDELINES - DIGITAL

GRACE
OUTDOOR ADVERTISING

📋 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
- 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
COLD94, COLD128 ...	608x928
COLD105 ...	384x1296
COLD107 ...	280x880
COLD79, COLD103, COLD109 COLD110, COLD129, COLD134, CHSD23, GVLD1, GVLD11 ...	288x1120
COLD115, COLD125, COLD126, COLD131-1, GVLD31, GVLD34 ...	360x756
COLD121, COLD123, FLOD3 ...	360x720
COLD131-2 ...	288x800
CLTD1 ...	576x828
CLTD4 ...	396x864

BOARD ID	art size in pixels height x width
COLD122, COLD124, COLD127, COLD144,CHSD1, GVLD2, GVLD7-2 ...	416x1504
GVLD30, GVLD33, GVLD35, GVLD36 ...	400x1360
TROD1, TROD2, TROD3 ...	288x896
TROD4, TROD10, TROD13, TROD14 ...	288x640
TROD12 ...	288x796
TROD15 ...	192x512
FLOD1 ...	400x840
FLOD2 ...	400x800
FLOD100 ...	180x460
Rosie on Main ...	512x768

For any art questions, contact Tara Hatley: tara@graceoutdoor.com

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