

## 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
AKND100, AKND101, AVLD4, COLD121, COLD123, FLOD3, FLOD5 ...	360x720	CLTD1 ...	576x828
COLD115, COLD125, COLD126, COLD131-1, FLOD4 ...	360x756	CLTD4 ...	396x864
COLD107, COLD137, COLD139, COLD141, COLD144, GSTD1, GVLD12, GVLD15 ...	280x880	TROD1, TROD2, TROD3 ...	288x896
COLD131-2 ...	288x800	TROD4, TROD10, TROD13, TROD14 ...	288x640
COLD79, COLD103, COLD109 COLD110, COLD129, COLD134, CHSD23, FAYD1, GVLD1, GVLD11 ...	288x1120	TROD12 ...	288x796
AVLD3-2, COLD105, CLTD7 ...	384x1296	TROD15 ...	192x512
COLD122, COLD124, COLD127, COLD138, CHSD1, GVLD2, GVLD7 ...	416x1504	FLOD1 ...	400x840
COLD94, COLD128 ...	608x928	FLOD2 ...	400x800
		FLOD100 ...	360x920
		FLOD101 ...	440x880
		Rosie on Main ...	512x768
		ATLD1-1 (Atlanta) ...	640x1900

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

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