

# ART GUIDELINES

## DIGITAL BILLBOARDS: FILE REQUIREMENTS

### Make sure your file is:

- the correct pixel dimensions (see size chart below)
- 300 dpi
- in 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 (click on "graphics")
- Send via WeTransfer, Dropbox, Hightail, or other file-sharing platform

## DESIGN TIPS

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

- **Keep it Simple:** Use 9 words or less. 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:** Avoid white backgrounds. Use bright colors and images.

## ART SIZES

BOARD ID	art size (in pixels): height x width
COLD79 ...	180x648
COLD94 ...	608x928
COLD105 ...	384x1296
COLD107 ...	288x864
COLD103, 109, 110, GVLD1 ...	288x1120
COLD115 ...	360x756
COLD118 ...	300x600
CLTD1 ...	280x408
CLTD4 ...	396x864
CHSD1 ...	480x1728
TROD1, 2, 3 ...	144x448
TROD4 ...	288x640
FLOD1 ...	400x840
GVLD2, MEMD1 ...	208x752
GVLD4 ...	220x580
MEMD2 ...	240x896
MEMD6, MEMD7 ...	192x640

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