

Digital Mobile Billboard Display

Artwork Specifications & File Requirements

FILE SPECIFICATIONS

Color Mode: RGB
Resolution: 72 DPI
Video Aspect Ratio: 16:9

DIGITAL FORMATS

Video Format: MP4
Image Format: Uncompressed JPG

DIMENSIONS (W X H)

Sides - Ad Area: 1280 px w x 720 px h

Rear* - Ad Area: 720 px w x 720 px h

**Rear Screen must use images only, no motion videos allowed on rear ad.*

10 Digital Display Creative Rules

1. DO NOT use White Backgrounds

White backgrounds will wash out and compete with the remainder of your creative. **White backgrounds do not work** for digital displays.

2. Use Bold, Non-Serif Fonts

Always use large, legible typefaces. At great distance, thin lines optically fade. Avoid decorative, italic, or serif fonts. Generally, upper- and lower-case sans serif fonts provide the best readability.

3. Stick to One Message or Idea

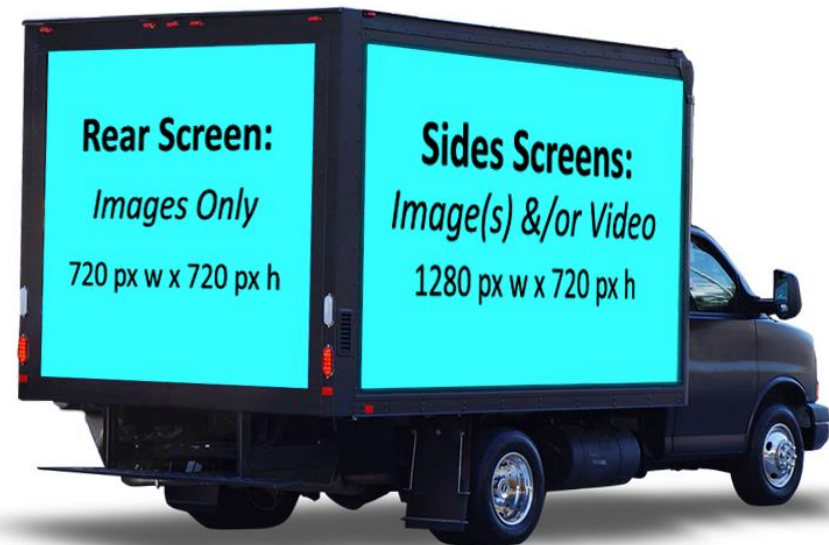
Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to its essential elements.

4. 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.

5. Make the Text Large

Outdoor designs should be simple, clear and easy to read. Digital billboards should be legible from far.



6. Forget About White Space

White space does not apply in Outdoor like in printed material or web. Increase your logo, font sizes and imagery! Having unused visual space at 100 - 300 feet is not recommended.

7. 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 designs at far distances.

8. 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.

⊗ **Not Recommended**



✓ **Highly Recommended**



Low contrast, thin lines & fonts

..... won't work for digital



White, beige or neutral backgrounds
won't work well



9. 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 three visual elements or less, total. For example: one image, one logo and one headline.

10. Test Your Idea

A billboard is not a print ad; the average viewing time is only about 5-8 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?