

**FAIRWAY**

FAIRWAY OUTDOOR ADVERTISING



# Digital Billboard

## FILE DELIVERY

Email files to your Account Executive. Files must be smaller than 3.5 megs, for larger files use a ftp site or save on disk.

Using a FTP program upload to:  
<ftp.fairwayoutdoor.com>  
username: client  
password: client!

After placing file(s) on ftp site, please email the file name to your Account Executive.

Mail files to us on CD or DVD. Please include a color print.

## TEST YOUR DESIGN

Show your design to someone for seven seconds. Did they get it? View your design from a distance. Does it read from fifteen feet away?

## QUESTIONS?

Mike Parsons  
National Creative Director  
[michael.parsons@fairwayoutdoor.com](mailto:michael.parsons@fairwayoutdoor.com)

## FILE SPECIFICATIONS

- Size: 14'H x 48'W LED - 200 Pixels High x 704 Pixels Wide  
10.5'H x 36'W LED - 144 Pixels High x 528 Pixels Wide  
12'H x 24'W LED - 200 Pixels High x 408 Pixels Wide
- Resolution: 72DPI
- Formats: .jpeg, .bmp, .png
- Color Mode: All files must be in RGB

## THE MESSAGE

- Express the most important idea concisely.
- Use short copy lines. Seven words or less.
- Make sure the advertiser's name is legible.
- Try to use either a website or a phone number, but not both.

## COLORS

- When using black make sure your values are R-0, G-0 and B-0.
- Bold, rich colors work better during the day. Pastel backgrounds are more vibrant at night.

## FONTS

- Use bold fonts. Avoid decorative, italic or thin serif fonts.
- 36" letters can be read from 1,800 feet; 12" letters from 600 feet

**Works** *Doesn't Work* **Works** *Doesn't Work*

## IMAGES

- Choose images with simple backgrounds.
- Avoid using landscapes or complex scenes.
- Make a small object large rather than a large object small.

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# Digital Billboard Specs

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**Works Works** *Doesn't Work*  
*Doesn't Work*

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## QUESTIONS?

Mike Parsons | 706-823-3533  
National Creative Director  
michael.parsons@fairwayoutdoor.com

## FILE SPECIFICATIONS

**File size:** File size vary slightly from digital to digital. See file sizes below. If you are unsure of your location, contact your Account Executive for the exact size.

Location	Unit Size	File Size
Anderson, SC	10.5'H x 36'W	144 Pixels High x 528 Pixels Wide
Bonner Springs, KS	12'H x 40'W	200 Pixels High x 720 Pixels Wide
Chattanooga, TN	10.5'H x 36'W	144 Pixels High x 528 Pixels Wide
Faribault, MN	12'H x 24'W	200 Pixels High x 408 Pixels Wide
Greenville, SC	14'H x 48'W	200 Pixels High x 704 Pixels Wide
Greenville, SC	10.5'H x 36'W	144 Pixels High x 528 Pixels Wide
Marshall, TX	12'H x 24'W	160 Pixels High x 336 Pixels Wide
Milledgeville, GA	10.5'H x 36'W	180 Pixels High x 648 Pixels Wide
Rochester, MN	10.5'H x 36'W	128 Pixels High x 464 Pixels Wide
Rochester, MN	10.5'H x 36'W	180 Pixels High x 648 Pixels Wide
Tifton, GA	10'H x 21'W	320 Pixels High x 672 Pixels Wide
Topeka, KS	12'H x 24'W	200 Pixels High x 408 Pixels Wide
Valdosta, GA	10.5'H x 36'W	128 Pixels High x 464 Pixels Wide
Winston-Salem, NC	14'H x 48'W	200 Pixels High x 704 Pixels Wide

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**Formats:** .jpeg, .bmp, .png

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