

# IMAGES & RESOLUTION

Cell phone photos are great for Facebook but, not for your advertising.



## IMAGES FROM WEBSITES

Most images and logos captured from websites have a resolution of 72 dpi (monitor resolution). These images and logos look fine on screen, but when enlarged and printed on a billboard they will look fuzzy or jagged. Images and logos need to have a minimum resolution of 300 dpi.

## DO NOT USE IMAGES FROM:

- > Typical Internet Images
- > Google Images
- > Scanned Business Cards
- > Camera Phones
- > Digital Camera Pictures at low quality settings

## USE IMAGES FROM:

- > Media Sites
- > Stock Photography Sites
- > Digital Camera Pictures at its highest quality setting



ACTUAL SIZE OF AN INTERNET IMAGE:  
4"X6" IN AT 72 DPI

THE SAME IMAGE ENLARGED  
1200% TO 6'X4' AT 72 DPI



THE SAME IMAGE ENLARGED  
1200% TO 6'X4' AT 300 DPI



People like OOH [out-of-home]. People notice OOH. Most importantly, people respond to OOH.