

MINI LED BILLBOARD PREPARATION

ART PREPARATION SPECIFICATIONS

All files should be saved as: RGB, 300 dpi, jpeg at the highest quality setting (*no compression*)

1080 x 1920

In pixels, height by width. **Safe area 880x1720.**



DESIGN CONSIDERATIONS

DESIGN ADS SPECIFICALLY FOR DIGITAL

Digital Displays use LED technology to display brightly lit static images like a computer monitor. Colors are not confined to CMYK as in print—now you can take advantage of trillions of colors. Fine details do not render well at small sizes on digital displays. If you use images displaying fine details they should be as large as possible.

KEEP YOUR DESIGN BOLD AND CONCISE

Digital Display ads need to be read and understood quickly. Stick to one idea and make it a simple, bold statement. A simple ad will have greater retention.

AVOID WHITE OR LIGHT BACKGROUNDS

Because of the brightness of LED displays it is most effective to use a darker background with lighter copy for the best contrast. Another benefit; rich dark colors use less power to display. Also, as with printing, always use professional quality photographs for the best results.

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