# THOMSON FAMILY YMCA

**LOCATION** / Thomson, GA

AZALEA

706.823.3302
***azaleaoutdoor.com***

## WHAT ARE THESE?

These are Mini LED billboards, but instead of reaching cars we are reaching foot traffic. These LEDS are strategically placed throughout the YMCA in high traffic areas creating optimum opportunities to reach members of the YMCA with your message. **There are four LEDS at the Thomson Family YMCA.**

## YOUR AD WILL BE SHOWN FOR 10 SECONDS 20 TIMES AN HOUR!

## AUDIENCE / 4,346 MEMBERS*

including families, students, senior citizens, and singles.

**December 2025 Membership. The estimated population of Thomson is 6,814.*

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## 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

Be sure to design specifically for digital by taking advantage of bright color and vivid, large images. 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. Also, 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.

*Scan to view this location on Google Maps*









