

Digital Billboard Production Specs

Option A

Art Pixel Dimensions

1280 pixels w X 720 pixels h

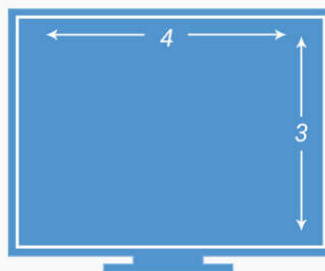
Display Sizes

(5w X 3h - in meters)

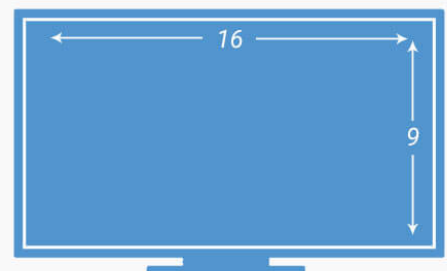
(16w X 10h - in feet)

Ratio

16:9



4:3



16:9

Option B

Art Pixel Dimensions

1000 pixels w X 750 pixels h

Display Sizes

(3w X 2h - in meters)

(10w X 6.5h - in feet)

Ratio

4:3

Digital File Specs

- RGB Color Mode
- 72 DPI (insure pixel size of file is correct)
- Uncompressed JPG

Please submit all Digital artwork 3 days prior to campaign start.

Contact your sales representative for more information on digital file deadlines

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