



STRINGER BILLBOARDS, LLC

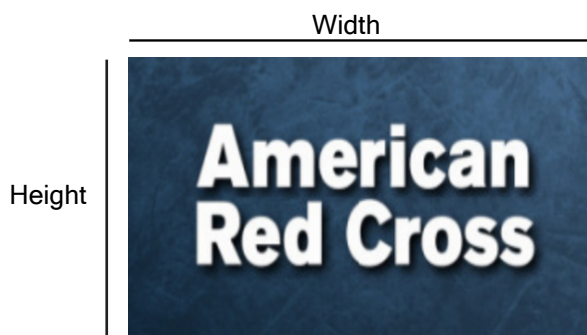
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Static Billboard Artwork Guidelines



CONTENT SPECIFICATIONS

Composition size: 1ft = 1 inch (Size of billboard in inches) Example : 12' x 24' billboard should be 24 inches (Width) by 12 inches (Height)

Color mode: CMYK

Resolution: Use high-resolution assets

Preferred file formats: PNG, JPEG

CONTENT BEST PRACTICES FOR BILLBOARD DISPLAY

All advertising mediums have their own set of rules and best practices and billboard advertising is no exception. Just like print, web, and broadcast advertising have guidelines, billboard advertising does as well. This information is to assist you in creating a successful campaign that maintains your brand and wins the glance.

Getting Started: It is best to create content in the same dimensions of the billboard display.

Colors: We recommend using rich, vibrant, saturated colors on the billboard. Also, be sure there is a great deal of contrast between the background and the message/ image. Rich colors evoke a stronger emotional response from your viewers. Using **lighter colors** and **low contrast** messages will appear **soft or blurry**. We recommend **avoiding white backgrounds**. If too many pastels or white backgrounds are used, your content can actually repel the viewers eye, especially in low-light conditions.

Text: Simple. Bold. Brief. You have to remember that your audience is in motion and will be glancing up at the billboard. If you make your message concise and bold, your content will be more easily understood in a glance. We recommend using the least amount of text/wording possible and to use a graphic or image to tell a part of the story whenever possible. It also helps with contrast to place a drop shadow or a dark outline around the text to separate it from the background.