14X48 DIGITAL SPECS
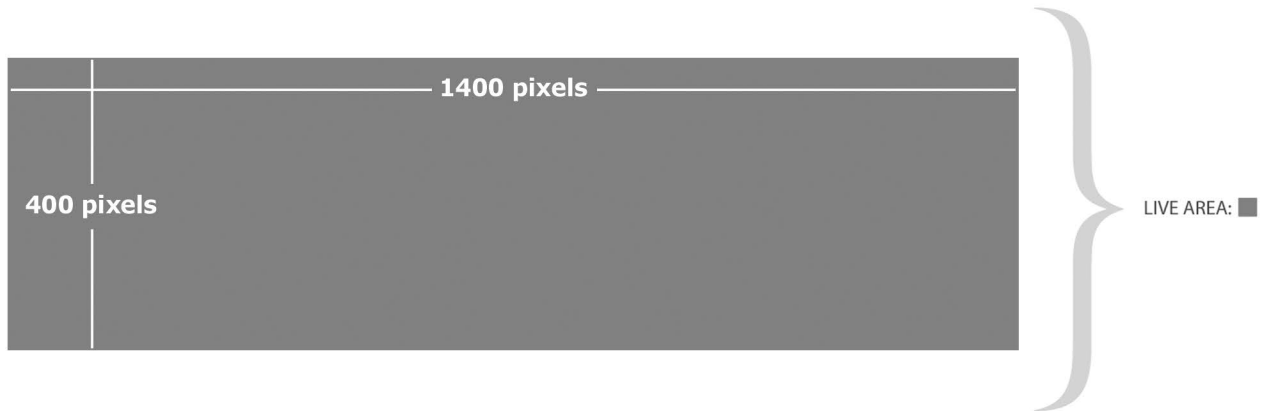
(a.k.a. DD BULLETIN)

Computer controlled, electronic **DD Bulletins** are capable of displaying an unlimited number of designs!

1400 pixels

400 pixels

LIVE AREA:

DESIGN SPECIFICATIONS

PIXEL DIMENSIONS / RESOLUTION

Auto-Scale templates are designed to help maximize image quality and improve scalability across the Lamar Digital Network, regardless of display size. Most displays are eligible to use either the auto-scale bulletin or auto-scale poster template. This particular panel size is eligible to use the auto-scale **bulletin** template. Pixel dimensions are as follows:
400 pixels high x **1400 pixels wide** at **72ppi**

ACCEPTABLE FORMATS

Save artwork as **JPG**, **PNG**, **BMP** or **GIF** format at MAXIMUM QUALITY and submit to your Lamar Representative for upload & scheduling.

COLOR

Create in **RGB** mode. The system will reject the file, if it is set up in CMYK.

DELIVERY

The market must receive copy atleast 24 hrs before campaign start date. Files can be sent to Stacy at **sschappacher@lamar.com** & Cindy at **cbetsch@lamar.com**

DESIGN TIPS

COLOR

Digital Displays produce color through an additive process, **RGB** (red-green-blue), similiar to your computer monitor, instead of the subtractive method **CMYK** (cyan-magenta-yellow-black), which are used in printed materials. Rich, bold background colors work better during the day, while pastel backgrounds are more vibrant at night.

TEXT

Block, bold, simple fonts work best on digital. Do not overcrowd or use extremely thick, thin or ornate serif fonts. Readable text should be atleast 15" in height.

DESIGN

Choose one message or idea. **The key to effective outdoor is brevity.** Choose graphic elements with a strong focal point and use contrasting colors.

QUESTIONS / CONCERNS ABOUT DESIGN

Contact Cindy Betsch, Art Director
cbetsch@lamar.com | 513.793.5040

LAMAR

Cincinnati!