



# Digital Billboard Specs

## THE MESSAGE

- Express the most important idea concisely.
- Use short copy lines. Seven words or less.
- Make sure the advertiser's name is legible.
- Try to use either a website or a phone number, but not both.

## FONTS

- Use bold fonts. Avoid italic, thin serif or decorative fonts.
- 36" letters can be read from 1,800 feet; 12" letters from 600 feet

**Works Works** *Doesn't Work Doesn't Work*

## IMAGES

- Choose images with simple backgrounds.
- Avoid using landscapes or complex scenes.
- Make small object large rather than a large object small.

## QUESTIONS?

Kristen Behm | 423-756-4200  
Creative Director  
kristen.behm@fairwayoutdoor.com7

## TENNESSEE & ALABAMA

### FILE SPECIFICATIONS

**File size:** File size vary slightly from digital to digital. See file sizes below. If you are unsure of your location, contact your Account Executive for the exact size.

Location	Address	Unit Size	File Size (Pixels)
94267 - Chattanooga, TN	2123 Gunbarrel Rd. Chattanooga, TN	10.5H x 36W	144H x 528W
984185 - Chattanooga, TN	1548 Riverside Drive. Chattanooga, TN	12H x 25W	288H x 612W
985333 - Chattanooga, TN	7032 E.Brainerd Rd. Chattanooga, TN	12H x 25W	288H x 612W
985360 - Chattanooga, TN	3225 Broad St. Chattanooga, TN	12H x 25W	288H x 612W
985506 - Chattanooga, TN	5659 Brainerd Rd. Chattanooga, TN	12H x 25W	288H x 612W
99370 - Chattanooga, TN	5119 Hixson Pike Chattanooga, TN	12H x 25W	288H x 612W
936203 - Chattanooga, TN	5540 Hwy 153 Chattanooga, TN	12H x 25W	288H x 612W
1401 - Chattanooga, TN	7355 E. Brainerd Rd W/O Gunbarrel	12H x 25W	288H x 612W
94278 - Chattanooga, TN	1111 Dayton Blvd., Red Bank, TN. 37405	10.5H x 36W	256H x 936W
94271 - Huntsville AL	5905 University Dr. NW Huntsville, AL	10.5H x 36W	256H x 936W

**Resolution:** 72DPI

**Formats:** .jpeg, .bmp, .png

### COLORS

- All files must be in RGB.
- When using black make sure your values are R-0, G-0 and B-0.
- Bold, rich colors work better during the day. Pastel backgrounds are more vibrant at night.



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## QUESTIONS?

Joel Hurst | 864-224-4000  
Art Director  
joel.hurst@fairwayoutdoor.com

## SOUTH CAROLINA

### FILE SPECIFICATIONS

**File size:** File size vary slightly from digital to digital. See file sizes below. If you are unsure of your location, contact your Account Executive for the exact size.

Location	Address	Unit Size	File Size (Pixels)
P982-7 - Greenville, SC	1139 Woodruff Rd. Greenville, SC	14H x 48W	200H x 704W
S5133833 - Greenville, SC	1398 N Pleasantburg Dr Greenville, SC	10.5H x 36W	144H x 528W
07105 - Anderson, SC	3804 Clemson Blvd. Anderson, SC	10.5H x 36W	144H x 528W
32008 - Greenville, SC	3906 Pelham Rd. Greenville, SC	12H x 24W	288H x 612W
32009 - Greenville, SC	3906 Pelham Rd. Greenville, SC	12H x 24W	160H x 336W
32012 - Greenville, SC	State Park Rd. Greenville, SC	12H x 24W	288H x 612W
30274 - Taylors, SC	3044 Wade Hampton Blvd Taylors, SC	12H x 24W	288H x 612W
30032 - Greenville, SC	3315 Augusta Rd. Greenville, SC	12H x 24W	288H x 612W
30891 - Greenville, SC	1518 Woodruff Rd Greenville, SC	12H x 24W	288H x 612W
30150 - Greenville, SC	2405 E North St Greenville, SC	12H x 24W	288H x 612W

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## IMAGES

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## QUESTIONS?

Mike Parsons | 864-485-1870  
 National Creative Director  
 michael.parsons@fairwayoutdoor.com

## NORTH CAROLINA

### FILE SPECIFICATIONS

**File size:** File size vary slightly from digital to digital. See file sizes below. If you are unsure of your location, contact your Account Executive for the exact size.

Location	Address	Unit Size	File Size (Pixels)
5018 - Asheville, NC	388 Merrimon Avenue Asheville NC	12H x 24W	288H x 612W
5125 - Asheville, NC	Tunnel Road Asheville NC	12H x 24W	288H x 612W
5325 - Asheville, NC	1260 Hendersonville Road Asheville NC	12H x 24W	288H x 612W
5556 - Asheville, NC	1091 Patton Avenue Asheville NC	12H x 24W	288H x 612W
7000 Greensboro, NC	4319 West Wendover Ave., Greensboro, NC	10.5H x 36W	180H x 648W
7001 (F/N) Greensboro, NC	3750 Battleground Ave. Greensboro, NC	10.5H x 36W	144H x 522W
7002 (F/S) Greensboro, NC	3750 Battleground Ave. Greensboro, NC	10.5H x 36W	144H x 522W
7004 (F/N) Greensboro, NC	2420 Battleground Ave., Greensboro NC	10.5H x 36W	144H x 522W
7005 (F/S) Greensboro, NC	2420 Battleground Ave., Greensboro NC	10.5H x 36W	144H x 522W
7000 Raleigh, NC	13600 US1 North Youngsville, NC	14H x 48W	242H x 858W
7001 Raleigh, NC	13600 US1 North Youngsville, NC	14H x 48W	242H x 858W
08600B Winston-Salem, NC	111 Miller St. Winston-Salem, NC	14H x 48W	200H x 704W
7003 Winston-Salem, NC	2847 N. Liberty St. Winston-Salem NC	14H x 48W	242H x 858W
7002 Wilmington, NC	3516 S. College Rd Wilmington, NC	12H x 25W	162H x 324H
7003 Wilmington, NC	4100 Oleander Dr. Wilmington, NC	12H x 25W	162H x 324H
7004 Wilmington, NC	3608 Oleander Dr. Wilmington, NC	10.5H x 36W	144H x 522W
7006 Wilmington, NC	6010 Oleander Dr. Wilmington, NC	12H x 25W	162H x 324H
7005 Wilmington, NC	325 S. College St. Wilmington, NC	10.5H x 36W	144H x 522W
7007 Wilmington, NC	5625 Market St. Wilmington, NC	12H x 25W	162H x 324H
7008 Wilmington, NC	706 S. College Rd. Wilmington, NC	12H x 25W	162H x 324H
7009 Wilmington, NC	6826 Market Street Wilmington, NC	12H x 25W	162H x 324H

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**FAIRWAY**

FAIRWAY OUTDOOR ADVERTISING



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## QUESTIONS?

Curtis Jepsen | 800-282-6386  
Art Director  
curtis.jepsen@fairwayoutdoor.com

## MINNESOTA & IOWA

### FILE SPECIFICATIONS

**File size:** File size vary slightly from digital to digital. See file sizes below. If you are unsure of your location, contact your Account Executive for the exact size.

Location	Address	Unit Size	File Size (Pixels)
S513290 Rochester, MN	1730 South Broadway Rochester MN	10.5H x 36W	128H x 464W
S513624 Rochester, MN	214 N Broadway Rochester MN	10.5H x 36W	128H x 464W
S513626 Rochester, MN	500 37th St NW Rochester MN	10.5H x 36W	128H x 464W
S513628 Rochester, MN	5335 Hwy 52 N Rochester, MN	10.5H x 36W	128H x 464W
S105057S Rochester, MN	US52 @ Jct/w US 63 Rochester MN	10.5H x 36W	180H x 648W
S112491S Faribault, MN	1544 4th Street NW Faribault, MN	12H x 24W	200H x 408W
FT101 Ft. Dodge, IA	2700 5th Ave S Ft. Dodge, IA	11H x 22W	160H x 336W

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## QUESTIONS?

Matt Goodman | 800-732-8261  
Art Director  
matt.goodman@fairwayoutdoor.com

## GEORGIA

### FILE SPECIFICATIONS

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Location	Address	Unit Size	File Size (Pixels)
110863 – Valdosta, GA	3001 N Ashley St. Valdosta, GA 31602	10.5H x 36W	128H x 464W
5513627 – Valdosta, GA	1690 Norman Dr Valdosta, GA 30601	10.5H x 36W	128H x 464W
5513844 – Tifton, GA	31794	10H X 21W	320H x 672W

**Resolution:** 72DPI

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