

FAIRWAY

FAIRWAY OUTDOOR ADVERTISING



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?

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GEORGIA

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)
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

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.