

**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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Art Director  
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## 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

**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.