



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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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

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.